

# KPIs Heimke Böger

## Professional Career

- Since 02/2007**      **Worldmark Ltd., East Kilbride, Great Britain, [www.worldmark.com](http://www.worldmark.com)**  
Production and sales of identification and die-cut solutions for industrial applications
- Since 01/2008**      **Business Unit Manager Europe**  
Reporting: Global Business Unit Director based in USA
- Management of business unit in Europe with focus on strategic customer Hewlett Packard
  - Profit and loss responsibility, total sales of € 7 million
  - Personnel management of 9 external and internal sales employees based at various sites in Europe
- Successes
- Building the organisational structure in Europe
  - Achievement of sales target in 2008
  - New customer acquisition and new business generation of € 350 K
  - Production transfer from Holland site to Hungary and Great Britain
  - Continuous improvement of supplier evaluations
- 02/2007 – 12/2007**      **Regional Sales Manager CEE**  
Reporting: European Sales Director based in Great Britain
- Management of the sales region Europe
  - Profit and loss responsibility, total sales of € 27 million
  - Personnel management of 8 external sales employees based at various sites in Europe
- Successes
- New business generation of € 3 million
  - Structuring, optimisation and development of the team
  - Development and implementation of a globally standardized sales reporting
  - Cost saving of € 60 K within HR department
  - Restructuring of the company in business units
- 09/1995 – 12/2006**      **BRADY GmbH, Langen, Germany, [www.bradyeurope.com](http://www.bradyeurope.com)**  
German sales office of BRADY Corporation, Milwaukee, Wisconsin, USA, production and sales of identification solutions for industrial applications
- 08/1999 – 12/2006**      **Sales Manager**  
Reporting: Sales Director Germany
- Management of the sales region Germany, Austria and Switzerland
  - Profit and loss responsibility, total sales of € 17 million
  - Personnel management of 11 employees (Key Account Managers, internal sales and application engineers)
- Successes
- Exceeding targets up to 15% (sales & profit)
  - Doubled sales within 7 years
  - Development of the new market segment automotive with annual sales of € 3 million
  - Extension of product range with hardware and service offering with annual sales of € 900 K
  - Restructuring and integration of sales organisations, including an office relocation while exceeding sales targets
  - Successful SAP implementation within project timeline

- 10/1998 – 07/1999 **Key Account Coordination**  
Reporting: Country Manager Germany
- Preparation for future role as Sales Manager
  - Coordination of all sales activities with the key accounts Siemens AG and Robert Bosch GmbH
  - Project „Tire Label“
  - Sales representative for precision die-cut products at Motorola and its subcontractors
- Successes
- Database on Siemens AG
  - New customer acquisition Siemens VDO
  - Market analysis „Tire Label“ Germany and Austria
- 08/1996 – 09/1998 **European Product Development Manager**  
Reporting: European Sales & Marketing Director based in France
- European responsibility for the product range „Consumables“
  - Project management of new product developments
  - Development and implementation of the marketing plan for Europe
  - Account management in cooperation with the local sales team
  - Personnel responsibility for the Junior Product Manager
- Successes
- Product development and successful specification for BMW cable assemblies
  - Concept and implementation of a new product catalogue
  - Preparation and product training for distributor and employees
  - Concept and implementation of trade show participations
- 09/1995 – 07/1996 **European Divisional Marketing Spezialist**  
Reporting: European Sales & Marketing Director based in France
- Product management for the sales region Germany, Austria and Switzerland
  - Adjustment and implementation of the marketing plan in the region
  - Account management in cooperation with the sales team
- Successes
- New product introduction „High Temperature Materials“ and „Desktop Printer“
- 11/1992 – 08/1995 **AEG ATLAS Schutz- und Leittechnik GmbH, Bremen, Germany**  
Division Process Data Systems for Power Utilities
- Sales Promotion**  
Reporting: Marketing Manager
- Planning and realization of all marketing activities
  - Planning and control of the marketing budget
- Successes
- Realization of all planned marketing activities while keeping expenditure below budgeted cost
  - Successful planning and realization of trade show participations and customer seminars