



MARKET, COMPANY, SALES

I Gear-Up

your Circulation



Sales of Complex Technical Products

We have known it for a long time: Everything is a cycle. Ecosystems depend on each other. Share prices, stock market psychology and the behavior of companies are mutually dependent. Small things decide whether a Circulation becomes a magical cycle – or a vicious circle.

The same applies to the distribution of complex technical products. Sales cannot be effective on its own. How do the markets respond? What do the key customers say? How disruptive is the business developing? How visionary is the company's development? How does the company manage its sales department and link its daily insights with the company's strategy? And how well is all this translated into benefits for the customer?

I get the market-distribution-company cycle in high gear. Since 1992, for companies like Elsa, NVIDIA and Pro2. And for you!

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Thomas Mertens

Graduate engineer (MSc)

Interim Executive (EBS)

Born 1965

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My Three Most Important Post Graduate Education Courses

05/2008 – 11/2008 **Stanford University Graduate School of Business**
Stanford / CA / USA

NVIDIA Leadership Excellence Program

- Strategy and Marketing
- Organization and Leadership

11/2013 – 12/2014 **Rauen Coaching**
DBVC recognized integrative coaching training with certificate
Coaching training in nine blocks of 2 days each

03/2020 – 09/2020 **Interim Executives Programme**
EBS – Executive School
Vocational Certificate Program
Interim Executive (EBS)



Selected Career Stages

- 12/1997 – 10/1999 **Sales Manager OEM, EMEA, ELSA**
- Responsibility for European OEM customers: Hewlett Packard, Packard Bell and NEC in France. Development of the supplying departments towards the required quality standards of the OEM customers.
- 06/2000 - 05/2003 **Sales Manager Germany, Austria, Switzerland, NVIDIA**
- Lead responsibility for market entry, building the NVIDIA brand, from founding NVIDIA GmbH as the first employee in Germany.
- 05/2003 – 08/2006 **Head of Sales Eastern Europe, NVIDIA**
- Lead responsibility for market entry in the region. Start-up of the Eastern Europe region incl. Russia and CIS countries as a pioneer for NVIDIA. Establishment of a team in Moscow and installation of sales agents in Poland, Bulgaria and Czech Republic.
- 08/2006 – 06/2011 **Director of Sales Central Europe, NVIDIA**
- Overall responsibility Sales and Marketing for the region Central Europe (D, A, CH and Eastern Europe). Development and management of the sales and marketing team for channel customers (B2B).
- 02/2014 – 08/2015 **CEO (Gérant) of Pro2 Environnement France SARL**
- Comprehensive restructuring and thus stabilization. Successful M&A process.



- 03/2017 – 02/2018 **Start-Up Sales of Multitec-Jakob GmbH und Co. KG**
Head of overall sales with P&L responsibility and expansion of the company's own product groups of foil die-cutting and tool changing systems. Internationalization and introduction of a two-tier sales model.
- 02/2018 – 03/2019 **Management and Sale of Multitec-Jakob GmbH und Co. KG**
Among other results, acquisition of the investor, due diligence, purchase agreements, integration. Stabilization of sales while reducing staff and increasing efficiency in production and processes.
- 06/2019 – 09/2019 **CEO of Optima Spanntechnik GmbH**
Turnaround via sales activation and reorganization. Change in calculation for growth in a new market segment. First order advices received from key-customers.

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