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Application



Successful as

Leading Manager in Software-, Product-, Professional Services-, Education-, Support-, Consulting- and Solution Area

- More than 35 years' experience in the IT Business as General Manager, Business Unit Director, Manager, Project Manager, Software Sales Manager, Business Development Manager, Support Account Manager, Business Support Consultant, IT-Support Consultant and Developer.
- More than 20 years of experience in international profit and loss management across multiple industries and geographies in the IT industry for up to 145 people.
- Support and partly execute of the CIO / CTO function in planning and realization of all necessary actions around today's IT business challenges in our own company and for our customers.
- Experience in management of changing Business Areas, Integration and foundation of additional new Business!
Optimization and creation of very dynamic teams for implementation solutions in Sales, Marketing, Product, Education, Consulting and Service Area.
- Excellent management skills in caching multinational teams during all way of a product service, support and/or company live cycle in the today's business environment.
- My additional strength are to analyze, identify and define Opportunities (IT-Strategy, IT-Reorganization, IT-Outsourcing and IT-Architecture planning), as well as design new solutions depending on new trends in the Industry.
- Success for me is to create solutions together with customers, where all participants can benefit!



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Personal Data

Born: 01. September 1957 in Germany (Albstadt-Tailfingen)
Family Status: married

Language: German Mother Language
English Negotiation

Professional Development:

Since 11/2017

Extreme Networks GmbH
• Senior Manager Premier Services Delivery EMEA

11/2006 -- 10/2017

Brocade Communications GmbH (former McData)
• Senior Manager Global Services, Premier Support Delivery
• Support Account Manager
• Regional Services / Support Manager (Central Europe and Eastern Europe)
• Services Development Manager (Central Europe and Eastern Europe)
• Manager Professional Services (Central Europe and Eastern Europe)

Since 12/2005

own company Alber-Services (www.alber-services.de)

03/2002 – 11/2005

TIBCO GmbH
• Senior Director Professional Services for EMEA and Latin America
• until 12/2003 Director Professional Services for EMEA and Latin America
• until 12/2002 Director Professional Services for EMEA

07/2000 – 12/2001

Aspect Communications GmbH
• Director Professional Services for EMEA

01/1988 - 06/2000

Candle GmbH
• Director Consulting and Services
• until 02/1996 Manager and later Senior Manager Service
• until 01/1991 working as Senior Consultant

07/1979 - 12/1987

ALNO Möbelwerke
• System Design Engineer and Assistant Leader for Department System Development
• until 06/1981 Organizations Developer

06/1977 - 06/1979

Gühring GmbH
• working for Company Gühring as Application-Developer and Assistant Leader of the Systems Developer

Attendance at school:

09/1974 – 06/1977
1964 – 1974

Gühring GmbH and IT school
Ground school
Secondary school



Brocade Communications

11/2006 – 10/2017

- **Senior Manager Global Services, Premier Support Delivery**
- **Support Account Manager**
- **Regional Services / Support Manager (Central Europe and Eastern Europe)**
- **Services Development Manager (Central Europe and Eastern Europe)**
- **Manager Professional Services (Central Europe and Eastern Europe)**

As Support Account Manager and as Senior Manager Global Services, Premier Support Delivery driving the following Actions:

- Successful project planning, communication and managing of all account related Brocade Services / Support projects with Brocade account Team, Department Management and Customer Teams
- Ongoing Reviewing the Services / Support Customer Satisfaction for assigned accounts and driving improvement initiatives
- Be the focal Point for the Brocade account Team and the Customer Team for all Support related coordination, projects and escalation activities (Focus on customer value)
 - Taking Leadership in Customer Account Management
 - Working with the Customer to make sure services is completed, and billed accordantly.
 - Providing On-Site presence, and /or organizing and leading Conference Calls, for managing and supporting critical and / or high visibility Customer situations (virtual Team Management)
 - Excellent communication and Customer relationship skills to successfully drive Customer project as well as Quarterly Business Review Meetings
 - Actively driving Case Management
 - Working with other Brocade departments to understand recommendations for Customer business and provide Best Practices feedback and trends to Customer
 - Supporting the Customer in identifying of Brocade Services / Support and technology EOL/EOS opportunities
- In 2012 and 2014 getting the “Brocade Customer Advocate Excellence Award” for successfully managing Customer through very critical business situation
- Supporting the Account Team in important Customer Services / Support Opportunities and /or Meetings
- Member of the EMEA On Call rotation Team for actively deliver ongoing SAM Support 24/7
- Active involved as TSIA EMEA Facilitator in the Project to achieve TSIA Certification for all Brocade Global Services employees
- TSIA Certified Support Professional
- Actively successful responsible for Departmental internal activities to drive ongoing improvements for our department
- Assistance for Management Team and co-workers in driving and supporting of internal projects
- Supporting Department Management in managing our department P&L
- Reorganization / Optimization related to the business and geographies needs

As Services Development Manager and as Manager Professional Services helping Brocade in the final steps of migrating from McData to the NEW Brocade and development of new and additional Services

Driving the following Actions:

- Integration after the Merger of two equal sizing Companies
- Helping Brocade in Development and Selling of new Services Opportunities (Professional Services and Support Services)
- Analyzing the actual services business and multiple solutions in all related geographies
- Taking responsibility and accountability for following areas
 - People development (career development, job descriptions, skill levels, training and certification)
 - Project Lifecycle and Methodology
 - Improving internal Processes Management
 - Communication to make sure the moral is up and fits the new Brocade company guidelines
 - Working across regions



- P&L Analysis
- Account Management → Customer relationship and Customer satisfaction
- Be the focal point of all Sales, Pre Sales, Channel Sales opportunities and Identifying the key service opportunities in the region
- Educate Sales, Channel Sales, Pre Sales around our Services Solutions
- Strong ability to evaluate customer needs, communicate value of our services, and assist in price evaluation

Alber-Services

since 12/2005

➤ **Medium size Company for air-condition and restaurant equipment**

Timeframe: Project over several months upon request from Customer

- Acting in the position of the CIO
- During the Project phases new development and/or redesign of the business processes
- Define new customer outlook in the market including of the redesign of all Flyers and Documents
- Management consulting / IT Strategy consulting / Define Survey for new Product selection
- Education of the new IT Infrastructure

TIBCO GmbH

03/2002 – 11/2005

➤ **Senior Director Professional Services for EMEA**

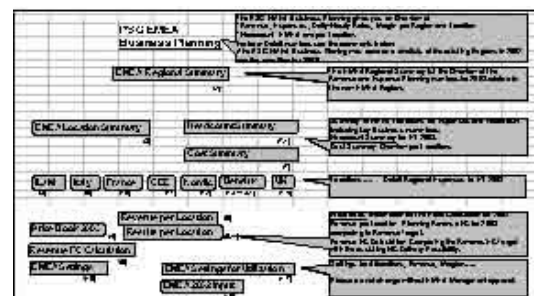
Starting to Recreate, Define, Develop and Manage the LOB (Line of Business) Professional Services in EMEA in different locations.

EMEA → Germany, Austria, Switzerland, Eastern Europe, Italy, France, Spain, Portugal, Benelux, UK, Scandinavia, MENA, South Africa and from 01/2003 also Latin America

- Full profit and loss responsibility (including budget planning) for all services business in my region. Number for the year 2004 → 25 million €
- Key-member of the EMEA and worldwide management team for defining the Strategies
- Analyzing and / or developing a new services business model across multiple solutions in all related geographies

This model gives an overview, information and feedback for

- Actual revenue and revenue planning
- Direct and partner revenue
- Actual expenses and expense planning
- Employee coast / Overhead coast
- Indirect coast / Investments / Utilization
- Daily/Hourly rates / Margin
- Actual headcount and headcount planning



The successful creating and coaching of the execution of this model was the key of turning around the margin to a positive result end of 2002 and trough 2003 and 2004. (→ 10%)

- Reorganization / Optimization related to the business and geographies needs
- Active working together with sales to improve our Customer Engagement Model for
 - Focus on customer value
 - Align resources with customer industry drivers and business objectives
 - Definition of new services offerings around customer needs
 - Selling solutions around our new Offshore capability TIBCO INDIA as well as our certified TIBCO partners
- Design, development and redaction of a solution newspaper in English for internal and external use.



- Direct relationship with sales to key customers and/or leading of top critical projects from beginning until successful end
- Strong relationship with Customer Support Centre. Responsible for the organization and execution of all Customer Onsite Support including the worldwide collaboration with internal Support or product development
- Successful execution of customer projects
 - Lufthansa, Eurotel, T-Online, H3G, SAS; O2, Sabre, AVIO; Telecom Italia, Swisscom, Alstom, Virgin Mobile, BP, SAS, Phillips
(EAI Infrastructure project, incl. BPM)
 - Swisscom („Add On“ Services for Mobil area („Closed User-Group“))
 - T-Mobile („Add-On“ Services)
 - Norvatis (Analyze and Strategy Workshop)
 - Vodafone (Optimizing Call Center Agent)
 - Virgin Mobile (new EAI Structure and Call Center Strategy)
 - Vodafone Spain („Yellow Pages Online“ Project)
- The Success of the “TIBCO Professional Services Department!” was the key for selling a few multimillion € Solution deal in EMEA
- Creating and Enhancing the following areas
 - People development (career development, job descriptions, skill levels, training and certification)
 - Compensation Structure / Project Lifecycle and Methodology / Communication / Working across regions

Aspect Communications

07/2000 – 12/2001

➤ Director Professional Services for EMEA

Definition and Management of the LOB (Line of Business) Professional Services in EMEA (Germany, Austria, Switzerland, Italy, France, Benelux, UK, Scandinavia, South Africa) with 7 Departments in different locations.

- Responsible for all services and education Business
- Direct Revenue responsibility in 2000 for 23 million €, which I received 93 %
- Full Budget and P&L responsibility for the Professional Services areas.
- Design and development of a new reporting structure for cost analysis.
Result was about 40 % more productivity
- Leading of critical projects until the successful end
- Supporting the Sales Organization in very important Customer Opportunities and /or Meetings
- Successful execution of customer projects
 - Lufthansa, HVB, HVB Info, Bertelsmann, Opel, BP, Swisscom, H3G, Deutsche Telekom
(Call Center Optimizing)
 - H3G (Hutchison) (new Call Centre Strategy)
 - Bertelsmann (Call Centre Strategy)
 - HVB Info (Active new Definition of the goals for the Call Centre)
- Successful definition and execution of Sales strategies for service solutions
- Development of key notes for interviews and IT publications
- Key-Member of the EMEA management team
- Active member of the team for worldwide strategy planning