

# Serge MEGAZZINI

Executive Interim Management

## Sales leadership

from the definition of strategies through to their execution



## Resolving challenges

Leading and executing commercial transformation projects and strategic initiatives, I provide pragmatic solutions and decisive operational assistance to my clients, enabling them to meet their commercial challenges in terms of growth, transformation, integration or simply execution.

My services are built on extensive B2B management expertise, honed through a passionate and accomplished career in international family-owned companies and corporations - particularly in the automotive industry - where I have steadily advanced, taken on greater responsibility and achieved significant successes.

## Delivering expertise

### Strategic Planning

*Enabling sustainable growth through the identification, development and deployment of adequate top-down and bottom-up strategies.*

### Commercial Excellence

*Improving strategic and operational practices in the sales department by leveraging best-in-class skills, behaviors, processes and tools.*

### Sales Operations

*Optimizing commercial structures and competencies to ensure autonomous execution of the strategy and the achievement of the objectives.*

### Business Development

*Achieving business development goals by the consolidation of the core business and the development of new customers and market segments.*

### Financial Performance

*Strengthening go-to-market and pricing strategies as well as commercial and contractual negotiations in acquisitions, life-cycle management and claims resolution.*

### M&A Transition

*Conducting an effective transition of businesses and organizations to new owners before and after the closing of an M&A transaction.*

## Driving transformation

As an experienced manager with extensive international experience, I am leading effectively multicultural and interdisciplinary teams, drawing on the strength of their diversity and that of their customers. Building on the principles of cross-functional management and sales leadership, I motivate teams to execute projects and tasks consistently and to improve their practices.

Through my commitment, transparent communication, coaching and know-how transfer, I enable teams to strengthen their contribution to achieving corporate objectives, and organizations to capitalize on the results generated.

## Over 5 years of successful interim management assignments ...

 09.2023		 Wangen	Commercial Transformation and Business Development
 02.2022		 Werther	Commercial Transformation and Business Development
 06.2021		 Langenthal	Sales Management and Business Development
 06.2020		 Wuppertal	Commercial Transformation
 07.2019		 Calw	Sales Management and M&A transition

## ... combined with 20+ years of business development excellence

 01.2016		 Radolfzell	Vice-President Global Sales & Product Management
 09.2011		 Lüdenscheid	Vice-President Sales & Marketing
 02.2008		 Guyancourt	Branch Office Director
 01.2006		 Sentmenat	Sales & Engineering Director
 05.2001		 Lüdenscheid	Key Account Manager
 02.1996		 Saarbrücken	Consultant & Project Manager

## Recommendations



[www.b2b-challenges.com/references](http://www.b2b-challenges.com/references)




[www.linkedin.com/in/serge-megazzini/](https://www.linkedin.com/in/serge-megazzini/)  
[www.linkedin.com/services/page/4a90933078b1361b86](https://www.linkedin.com/services/page/4a90933078b1361b86)

## Communication

 Fluent

 Fluent

 Mother tongue

 Basics

## Education

2014: General Management (SGMI, St. Gallen)

2010: Finance for non-financials (ESCP, Paris)

1996: Graduated in Mechanical Engineering (Ecole Nationale d'Ingénieurs de Belfort)

1989: Graduated from high school (Lycée Niepce, Chalon-sur-Saône)