

Profile

- 25 years' experience in international sales and sales management of complex, technical products
- Hands on experience in general management
- Track record in building and developing sales organisations and structures
- Proven track record in sustainable business development
- Successful placement of complex technology solutions in the market.
- In-depth technical understanding for conveying technology solutions and identification of customer requirements
- Post-merger experience
- Crisis-proven
- Intercultural competency in dealing with customers, distribution partners and employees in Europe, North America and Asia.
- Vast experience in coaching and goal oriented management of employees and distribution partners.

Competencies

- Development and realignment of companies and sales organization
- Strategy development
- Expansion to Asia
- Intercultural management
- Digitisation of sales processes
- Analysis and optimisation of processes
- Enabling and motivation of employees and managers
- Interdisciplinary management
- Mechanical engineering
- Special plant engineering
- Project business
- Semiconductor industry
- Automotive suppliers
- Electronic industry



Professional Career

- Since 01/2020 self-employed – Interim Management, Consulting, Coaching: Sales and General Management, AquisSales Vertriebsmanagement
- 2019 SLCR Lasertechnik GmbH, Head of Sales
- 2014 – 2018 FRT GmbH, CEO and Head of Sales
- 1998 – 2013 AIXTRON SE, Vice President Sales
before Director Sales, Head of Business Development, Product Manager
- 2000 – 2002 Director Sales at Thomas Swan Scientific Equipment, Ltd., Cambridge, GB (AIXTRON Ltd.)

Education / Qualification

Interim Executive (EBS) | Cert. Transformation and Turnaround Manager | Certified Digital Sales Manager | Cranfield Award in Business & Leadership
PhD in Physics at Ulm University
Study of Physics at Kiel University and RWTH Aachen

I offer my expertise for your support: as business consultant, coach for employees and managers and as interim manager accepting mandates from project lead via sales management to general management.



Interim Management



- Sales management
- General management
- Business development
- Establishment and development of international sales channels
- Planning and realisation of optimisation programmes

My speciality is sustainable business development through establishing, developing and optimising international sales organisations, especially with focus on growing business in Asia.



Management Consulting

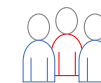


- Business and sales strategies
- Sales organisations
- Process optimization and digitisation
- Sales controlling
- CRM processes
- Business in Asia

Generate your benefit from the long term expertise and structured practices of a hands on „achiever“. Strengthen your company through a holistic portfolio of services.



Coaching / Training



- Coaching of employees
- Management coaching
- Job and management shadowing
- Sales training
- Intercultural training
- Distributor Training

Dr. Bastian Marheineke

Interim Executive - sales management and transformation

AQUISALES
Vertriebsmanagement



Mitglied der DDIM e.V.

DDIM.

Dachgesellschaft Deutsches
Interim Management e.V.

Co-founder and board member
Interactive Interim Network e.V.

**Interactive
Interim**
cooperation for value



Dr. Bastian Marheineke – AquisSales Vertriebsmanagement

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