

Serge MEGAZZINI

Executive Interim Manager

Sales Leadership,
from crafting strategies to execution



Overcoming challenges

My interim management services empower my clients to resolve their commercial challenges and achieve their strategic objectives in terms of growth, transformation, integration or execution.

By leading and carrying out their commercial transformation projects and strategic initiatives, I provide them with pragmatic and effective solutions as well as decisive operational support.

My expertise is built on extensive B2B management experience, developed during my career in family-owned companies and international corporations, notably in the automotive supply industry, throughout which I have consistently progressed, taken on increasing responsibilities, and delivered significant results.

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, 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 strategies as well as commercial and contractual negotiations in acquisition, lifecycle management and resolution of claims.

M&A Transition

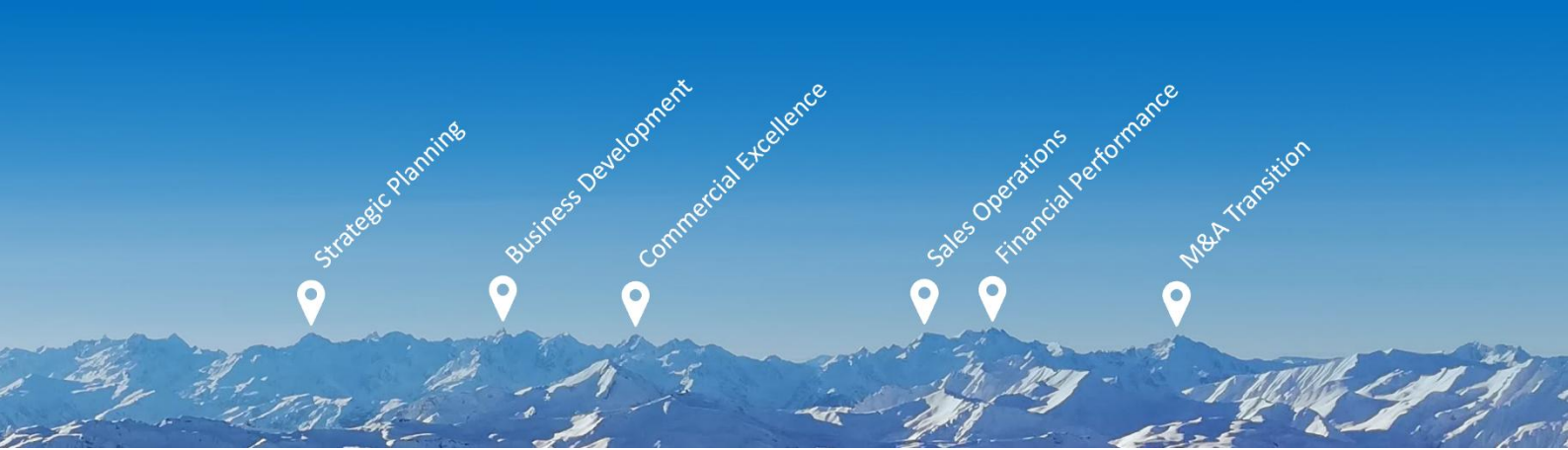
Conducting an effective transition of businesses and organizations to new owners before and after the closing of a transaction.

Driving transformation

Drawing on solid international experience, I effectively lead multicultural and interdisciplinary teams by considering and valuing their differences as well as those of their customers. This allows me to create a collaborative environment conducive to collective performance.

Based on sales leadership and transversal management principles, I motivate the employees to carry out their projects consistently and to improve their practices.

Through high commitment, transparent communication, dedicated support and transfer of know-how, I help teams increase their contribution to the achievement of the objectives and organizations to maximize and consolidate the results generated.



I assist my clients in achieving their business ambitions ...

04.2025	KAYSER AUTOMOTIVE SYSTEMS	Einbeck	Commercial Transformation
09.2023	DIEHL Controls	Wangen	Commercial Transformation and Business Development
02.2022	POPPE+POTTHOFF	Werther	Commercial Transformation and Business Development
06.2021	GÜDEL	Langenthal	Sales Management and Business Development
06.2020	• APTIV •	Wuppertal	Commercial Transformation
07.2019	AST INTERNATIONAL	Calw	Sales Management and M&A transition

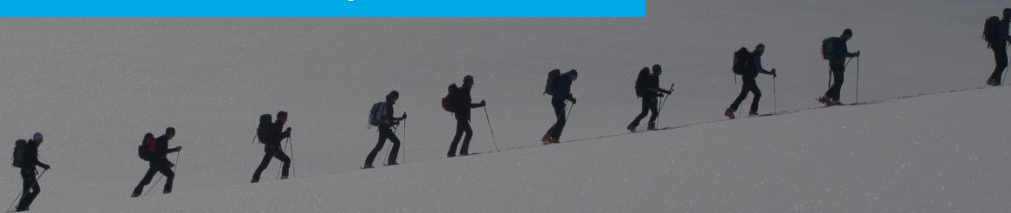
... by drawing on the expertise I have acquired throughout my career ...

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

... and by optimizing strategies, practices, and performance drivers.

Anticipation x Networking x Leadership

= Impact³



Sales excellence is the cornerstone of profitable growth. It is founded on the art of effectively influencing business development and consists of understanding needs, establishing trust and persuading customers to choose your solution over that of your competitors.

It involves three essential dimensions that are too often neglected:

Anticipation

- Identifying customer needs and requirements early,
- preparing proactively appropriate solutions,
- carrying out relevant strategic and tactical actions,
- convincing customers before they have initiated their decision-making processes.

Networking

- Reaching all relevant stakeholders in all the departments concerned, at all pertinent levels, at customers, business partners as well as internally,
- developing and constantly nurturing a strong network of relationships.

Leadership

- Motivating multidimensional (multi-disciplinary, multi-cultural, multi-generational and multi-hierarchical) internal and external stakeholders,
- steering decisions in a responsible manner and driving success.

Sales excellence is a discipline that requires a structured set of skills, behaviors, attitudes and processes working in synergy to generate sales performance. **The combination of anticipation, networking and leadership is a decisive lever for influencing and accelerating sales success.**

Further information

Company:

B2B Challenges GmbH

Calor-Emag-Straße 2, 40878 Ratingen, Germany

<https://www.b2b-challenges.com/>



Network:

Member of the DDIM, leading association for professional interim management in Germany

DDIM.

Communication:



Fluent



Fluent



Mother tongue

Degree:

Ecole Nationale d'Ingénieurs de Belfort (France) in 1996

Residence:

Near to Strasbourg, France