

CURRICULUM VITAE

GEORG LANZINGER



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Birthday: 18.01.1977
Nationality: Austrian, permit B
Civil status: married

Personality: An outgoing, fun, detail oriented person with great interpersonal skills. I enjoy bringing companies together for mutual benefit through relationship building, problem resolution and teamwork for total WIN-WIN solution.

Objective: To obtain an international management position and assume responsibility with a growing company where I can demonstrate my interpersonal, technical, and sales skills at the domestic and international top level. To be part of a motivated team with the potential for success and upward mobility.

GREATEST ACHIEVEMENTS:

Successful market entry into steel industry (Liebherr, Mall Herlan, Teufelberger)

Complete PESTLE / 4P Marketing concept for a new type of machine /system (Liebherr, Mall Herlan, Lenzing Plastics)

Market introduction of sewing thread for medical applications – Project Management, research, patent analysis, market introduction. (Lenzing Plastics)

Development and successful launch of a complete system consisting of machinery engineering – electric engineering – control technology. Systems are now a new business area.

Leading the complete project: Initiating – Planning – Executing – Monitoring and Controlling – Closing. (Liebherr)

High proficiency level in ICT: ScrumMaster, Key User for MS Dynamics CRM, SAP, SharePoint

EXPERIENCE:

May 2017 – **RUAG Schweiz AG, Emmen, SWITZERLAND**
(tier 1 supplier developing and manufacturing complete aircraft structures)

Position: **Sales Manager International**

Responsibilities:

- Market- and competitor analysis
- Business development and accounts management
- Negotiate with the customers and define the Supply Agreement, NDA's, sales contracts, service contracts
- Prepare commercial offers
- Commercial calculation
- Sales Management for machines parts for Airbus, Boeing and other OEM's
- Analyze and monitor OEM market in the markets defined together with the Director Of Sales
- Monitor the competitors
- Promote the products and services in Europe
- Visit customer's' site as well as participations to Conferences and Expositions
- Manage daily activities with current, new and potential customers, including (but not limited) technical data exchange and commercial information
- Collect the "Voice of the Customers" and transfer them to the Top Management
- After sales support
- Promotion and marketing activities to promote the brand, products and service
- Cold calls and acquisition

Dec 2016 – April 2017 **Swiss Business Consulting, Zürich, SWITZERLAND**
(Consulting for market entries)

Position: **Temporary Business Analyst**

Responsibilities:

- Analyze the Swiss hospital market

- Plan market entry strategy for a new brand in the endoscope market
- Customer research
- Analyze the market volume

Mar 2014 – Sep 2016

LIEBHERR COMPONENTS AG, NUSSBAUMEN, SWITZERLAND

(Developer and manufacturer of powerful components from the areas of mechanical, hydraulic and electric drive system and control technology)

Position: Sales Manager International & Projects Engineer

Responsibilities:

- Business development and accounts management
- Negotiate with the customers and define the Supply Agreement, NDA's, sales and consignment stock contracts, service contracts
- Prepare commercial offers in cooperation with the sales engineers
- Patent research
- Analyze and monitor OEM market in the markets defined together with the Head Of Sales
- Monitor the activities implemented by the competitors
- Promote the products in Europe and Asia
- Visit customer's site as well as participations to Conferences and Expositions
- Collect the "Voice of the Customers" and transfer them to the Product Management and Engineering team
- Examine customer technical specifications in cooperation with the Sales Engineering Team and prepare the most suitable for the customer's application
- Development of new products and project management for combined systems
- After sales support

Aug 2012 – Dec 2013

MALL HERLAN AG, PFYN, SWITZERLAND

(Producer of machinery for aerosol cans manufacturing industry)

Position: Project Sales Engineer- International

Responsibilities:

- Market research and plan creation for C3000 Machine: Industrial machine to produce aluminium bottles for beverages
- Patent research
- Sites visits of potential and existing customers and promotion of the competitive advantages and technical specifications of the machines
- Contract drafting and commercial support in collaboration with internal departments
- Pricing negotiations and after sales support
- Collaboration with the technical specialists and planning of spare parts supply
- Revenue responsibility € 18 mio – leaving because the company filed insolvency

Mar 2012 - Jul 2012

Eisenbeiss, Enns, Austria (temporary contract)

(Gear boxes manufacturer)

Position: Project Sales Manager

Responsibilities:

- Lead Sales Process Improvement projects for Asia and US
- Train the sales agents based in Austria how to penetrate the Asian market
- Customer relationship management and accounts management
- Alongside with Austrian sales agents performed international customer visits

Feb 2011 – Feb 2012

TEUFELBERGER GMBH, WELS, 800 EMPLOYEES, AUSTRIA
(Steel wire ropes for cranes, offshore and steel plants)

Position: Area Sales Manager - Asia

Responsibilities:

- Responsible for sales of special steel wire ropes for OEM: offshore applications, harbours, steel mills
- Customer visits, user training - Travelling to Asia up to 50 %
- Account management and customer care activities
- Technical specifications gathering and documents creation
- After sales support, new users training
- New clients acquisition, pricing, product placement
- Local agent's supervision in the target markets; revenue responsibility € 12 Mio.

Apr 2009 – Jan 2011

Masterdegree of business and economics, fulltime
BIT Institute, LINZ, AUSTRIA, IT Trainer for MS Office, especially Excel, Visio, Project, Sharepoint

Feb 2006 – Mar 2009

LENZING PLASTICS GMBH, LENZING, AUSTRIA
(Manufacturer of products made from polyolefin and fluoropolymers)

Position: Sales Manager - ASIA for hot gas filtration
Global Product Manager for Medical Applications (sewing thread for heart valves, stents)

Responsibilities:

- International customer acquisition and serve existing customer
- Regular customer service visits- 50 % on site
- Set presales and after-sales activities to reinforce the customer relationship
- Creation of competitive, market and customer analysis, to further develop the sales organization
- Participation in planning the segment-specific key figures (sales, production quantities, costs, budgets) and introducing countermeasures in case of deviations
- Develop innovative product solutions in cooperation with customers and the development department
- Complaint processing
- Patent research and creation
- Market Research and competitive advantage creation
- Supervision of standards and audits in collaboration with the Quality Management
- Local agent's supervision in the target markets;
- Revenue responsibility € 6 Mio.

Mar 2002 – Jan 2006

INSTITUTE FOR DATA PROCESSING, JKU LINZ, AUSTRIA

Position: Scientific Assistant & Lecturing Tutor

Responsibilities:

- Administrator for MS SharePoint Server
- Train the students in Excel, SQL, html, MS SharePoint

Jan 1998 – Mar 2004

IT FREELANCER, AUSTRIA

Position: Self-Employed

Responsibilities:

- Web design and Web programming;
- Design and implementation of homepages and web shops for small and medium sized companies; programming in Java, html, SQL, php.

EDUCATION:

- 2011** **Master Degree**, Business and Economics with specializing in “Knowledge Management” and “Data Processing for Business Administration”; title of the thesis: „**Knowledge Management in Virtual Ventures**“ written in English language
- 2006** Bachelor Degree: Johannes Kepler University Linz, Business and Economics
- 2004** Current state analysis of the strategic purchasing of **Teufelberger** and **Fischer Ski**; consulting project with JKU Linz
- 1996** HTL Ing. Higher Technical Engineering School Kuchl, Salzburg

TRAINING:

- 2017** ScrumMaster
- 2016** CE manufacturer declaration – requirements
- 2015** Legal training – NDA, Contracting
- 2011** International Law - Advanced, ICC International Chamber of Commerce, Vienna
- 2011** Sales congress, VBC, Vienna
- 2009** Project Management Professional (PMP) training, Firebrand training, Berlin
- 2011** Rhetoric and speaking training, Mozarteum Salzburg
- 2009** bzl sales training: Key-Account-Management; Sales Training “8 Steps to Success”; Achieve the goals
- 2008** Plastics basic and advanced seminar, Lenzing Plastics
- 2008** FMEA – Failure Mode and Effects Analysis, Merten International
- 2006** China – intercultural competence, ARS Seminare
- 2005** MS Windows Server 2003 Overview & Administration, idv Institute
- 2002** Qualified SAP User

SKILLS:

- Analytic and strategic thinking for WIN-WIN solutions
- Key User for SAP, MS Dynamics CRM
- Very good knowledge in MS SharePoint server, Excel, Visio, Project
- Very high social competence and very good knowledge how to behave in Asian cultures (China, India, Korea, Japan) and Europe and USA. In social life and business dealing.
- Solution oriented and quick implementation of the solutions
- Very good teamworker

LANGUAGES:

- German: Mother tongue
- English: Business fluent
- Spanish: Basic knowledge