

RELATED PROFESSIONAL EXPERIENCE

HP WW Strategy and Intelligence 11.2014 – 05.2020	WW Market Intelligence Solutions Lead Provide market intelligence as it relates to the business strategy and articulate insights into business direction/decisions
HP WW Solutions and Partners 08.2013 - 10.2014	WW Solutions Future Marketing Lead The role focused on establishing and influencing a differentiated set of HP software offerings, understanding and leading on strategy, driving innovations into HP software solution business, understanding the market and competitors and defining the business value of driving on new opportunities.
HP EMEA Solutions and Partners 05.2012 – 07.2013	Advanced Document Solutions Sales Responsible for driving the sales of end-to-end document workflow solutions for enterprise customers and achieving direct business quota.
HP EMEA Solutions and Partners 03.2007 – 04.2012	Solution Business Developer EMEA <ul style="list-style-type: none">▪ Define objectives and strategy for HPs document workflow solutions business▪ Agree and execute business plan for assigned partners, ensure executing of defined activities, review and adjust according to needs▪ Achieve indirect and direct business quota
XEROX GERMANY 01.2003 – 02.2007	Partner Account Manager Main responsibilities included positioning the Xerox value proposition at all levels within the partners in order to maximize the turnover for Xerox for hardware, software and services. Agree and execute business plans for assigned partners e.g. System Integrators.
XEROX GERMANY 01.2002 – 12.2002	Manager Office Document Assessment (ODA) Office Document Assessment (ODA) is a set of tools and methods which help the customers gain control of processes and costs of the office document output incl. design and implementation of the optimal document output environment.
XEROX GERMANY 07.2000 – 12.2001	Country Sales Manager Software and Solutions Responsible for building a 2 –Tier indirect go to market route (VAD – Xerox channel partners /CCSS/ and VARs) and channel management for Xerox software for document capturing, - distribution and management to achieve revenue quota. <ul style="list-style-type: none">▪ VAD acquisition▪ Training of Xerox direct sales force and indirect – channel▪ Sales pipeline development and management▪ Marketing events support
EASY SOFTWARE AG 07.1999 – 06.2000	Regional Sales Manager Responsible for revenue quota achievement thru indirect sales of document management solutions thru Value Added Resellers: <ul style="list-style-type: none">▪ Acquisition and Management of Value Added Resellers (VARs)▪ Joint sales- and marketing strategy development▪ Sales pipeline development and management▪ Marketing events support▪ Coordinate resources, communicate, motivate and execute

**KODAK AG Eastman
Software**
10.1998 - 06.1999

Regional Sales Manager

Responsible for revenue quota achievement thru indirect sales of document management solutions thru Value Added Resellers:

- Acquisition and Management of Value-Added Resellers (VARs)
- Joint sales- and marketing strategy development
- Sales pipeline development and management
- Marketing events support
- Coordinate resources, communicate, motivate and execute

TRAINING (SELECTION)

Key trainings and certifications

(see training history for
a more complete
overview)

- AWS Cloud Practitioner
- openSAP curriculum: **Digital Transformation Track**
- **SQL and Databases** Bootcamp, SAP Data Intelligence for Enterprise AI
- Intelligent Business Automation (RPA, BPMNS)

Recognition

Recognized by senior management (VP/ Director level) for achievements in:

- **Leadership** "Leading the Way" in 2014 and 2018/,
- **Execution:** "Making an Impact on growth" 2015, 2016, 2017

Publications

(Excerpt)

- Business plan as a foundation for a successful partnership [DigitaDoorway](#)
- Where to look for differentiation in the crowded IT-market [LinkedIn](#)
- Voice of the Customers in RFPs [DigitaDoorway/Blog](#)
- How to give a resonating software demo [DigitaDoorway/Blog](#)
- Enabling automation with data - [Moonoia/Blog](#)
- Crossing the value chasm from task automation to holistic process automation [Moonoia/Blog](#)
- [Robotic Process Automation - Top 5 trends observed in 2019](#)
- RPA as a spearhead for intelligent automation - [LinkedIn](#)
- Challenges of e-filing in Germany - [LinkedIn](#)

EDUCATION

09. 1990 – 06. 1994 **University of Applied Sciences / Hochschule Bremen**, Germany

Major field of study: Sales & Marketing, Logistics, Foreign trade

Qualification: **Master of Business Administration** (German: Dipl.-Betriebswirt (FH))

10.1981 – 10.1986 **University of Torun/UMK, Faculty of Law**, Poland

Major field of study: Theory of Law and State

Qualification: **Master of Law** (Polish: Magister prawa)

OTHER SKILLS AND PERSONAL INTERESTS

Languages

English - fluent in spoken and written language
German - fluent in spoken and written language
Polish - native

Driving license

German driving license

Activities and interests

Competitive Club Player: Tennis (FSV Deufringen) - Team captain, Chess (SC Böblingen 1975 e.V.)

Germany, 15.02.2021

Zbigniew Smierzchala

CERTIFICATIONS AND TRAININGS (SELECTION)

Lean Six Sigma ECMp

Xerox Lean Six Sigma [Green Belt Certification](#)
AIIM Enterprise Content Management Practitioner ([ECMp](#))

Technology

- [openSAP](#) curriculum: **Digital Transformation Track** (Leadership in Digital Transformation, SAP Leonardo – Enabling the Intelligent Enterprise, SAP Leonardo IoT, SAP Leonardo –Blockchain, Enterprise Machine Learning in a Nutshell, Information Security Management)
 - **Cloud Computing**: AWS Cloud Practitioner Essentials, Public Cloud Platforms & Core Concepts, Cloud Architecture Core Concepts
 - **Blockchain**: Beyond the Basics
 - **Edge Analytics**: IoT and Data Science
 - **Data Science**: **SQL and Databases** Bootcamp, SAP Data Intelligence for Enterprise AI
 - **Programming** Foundations: Fundamentals
 - **IT Security** Foundations: Core Concepts
 - Business Collaboration in the **Modern Workplace**
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Intelligent Business Automation

Robotic Process Automation

- UiPath: RPA Starter Training
- UiPath: Business Analyst
- UiPath: Implementation Methodology
- UiPath: Licensing
- Robotic Process Automation: Tech Primer (LinkedIn)
- UiPath: Robotic Process Automation (RPA) (LinkedIn)
- Automation Anywhere: Fast Track Accreditation For Developers

Process Mining - Celonis Kick Start Training

BPMN – Bizagi Process Modeling course

Agile & Design Thinking

- Transitioning from Waterfall to Agile Project Management
 - PRINCE2 Foundations
 - Scrum: The Basic
 - **Design Thinking**: Understanding the Process
 - **Change Management** Foundations
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Business & Communication Trainings

HP Management Development “Preparing for Leadership”

Sales: Diverse trainings on direct and indirect sales: Consultative Selling, Executive Focused Selling (Direct), Target Account Selling (TAS,) Accredited Sales Professional (HP)

Communication skills: Effective Listening, Connecting with Executives, “Having Difficult Conversations” **Data Visualization**: Storytelling, Creating Visual Messages
