

# Curriculum Vitae for Sven Wagner

## Personal details

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Name	Sven Wagner
Nationality	German
Age	26
Date of Birth	18.04.84
Residence	Ulm, Germany

## Projects at Max ASP

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### Business Development for Max ASP - Feb 2010 to present

- Lead generation / supporting go-to-market of Max ASP itself. Building up a pipeline of qualified leads and prospect appointments with potential new clients based on senior level business decision-maker conversations and high quality follow-up
- Project "tigering". Driving proof of concept "tiger projects" across multiple business sectors and industry verticals to develop specific inside sales best practice, as key input to overall Max ASP client project design

### TeleSales Project for our Client SDL Language Technology - June 2008 to Jan 2010 Industry: Translation & Localization Technology, Software & Solutions

SDL's principal activity is providing Global Information Management (incl. core translation management systems and processes) solutions and related software and services with a key focus on large multinationals.

Max ASP was deployed as a specialist outsourced service provider to deliver professional Intelligence Gathering and Lead Generation capabilities across multiple EMEA country territories into Enterprise category target accounts in close cooperation with the SDL's Field Sales organization. Max ASP's focus was to gather relevant intelligence in these target enterprise accounts and to identify through in-depth qualification large volume projects and opportunities, and to build up a high quality CRM database. This work was carried out almost exclusively in English language.

#### Sales territories:

- UK
- Nordics (Sweden, Norway, Finland, Denmark)
- Benelux (Netherlands, Belgium)
- France, Italy, and Spain

#### Account examples with generated opportunities:

Siemens, Industrial Turbomachinery UK Ltd., Aston Martin Lagonda, Hitachi, Nikon, Epson, Mitsubishi of Europe, Saab, Volvo, Atlas Copco, J&J, Suzlon, L'Oréal, Avon UK and Gamesa

Accounts covered	447
Decision-Maker Conversations	1,154
Target Accounts Coverage	297
Qualified Opportunities Generated & transferred to SDL	59

## Previous Professional Experience

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### **Marketing Export at Wilde Cosmetics GmbH - Jan 2007 to Mar 2008** **Industry: Chemicals**

Key role in pilot project in setting up a workflow via online based template generation for main product catalogue. Including such tasks as localization management (GB/ES/IT/FR/RUS/Dutch), data asset management, content management, closed cooperation with IT, external IT and production partners, and product management.

Internal and global external client communication. Event management, Sales promotions etc.

## Professional & Vocational Education

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### **Apprenticeship at LCN Wilde Cosmetics GmbH - Jan 2007 to Mar 2008**