Sebastian Stein

Sales Engineering Manager

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EXPERTISE

Leadership

`Hiring` `Coaching` `Scaling`

Security

`Zero Trust` `SASE/SSE` `Data Security` `DSPM`

Compliance

`GDPR` `Betriebsrat` `Privacy`

AI & Automation

`LLMs` `AI Agents` `Workflow Automation`

RECOGNITION

- ★ President's Club 2×
- ★ Rated "Outstanding Impact"
- › SEM of the Quarter 2025
- › SE of the Quarter 2019, SE of H1 2020

EDUCATION

HdM Stuttgart
Wirtschaftsinformatik

LANGUAGES

German (native)
English (full professional proficiency)

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15 years in Cybersecurity. 5+ years leading SE teams across Enterprise and Major Accounts. Track record of building, hiring, and scaling teams in hypergrowth (700 to 8,000+ employees). Deep expertise in **GDPR and data privacy** engagements with customer Works Councils. **2× President's Club.** Rated **"Outstanding Impact"**.

LOOKING FOR

ROLE	DOMAIN	VALUES
SE Leadership or Field CTO at growth-stage company	Zero Trust, SASE, Cloud Security, Data Security, DSPM	Impact over politics, depth over hype, long-term thinking

Experience

> **Currently:** After 8 years at Zscaler, I took a planned break for family. Now ready for the right opportunity to build and lead again.

Zscaler
Oct 2017 – Aug 2025 · 8 years

Cloud Security · Zero Trust Platform · NASDAQ: ZS · 700 to 8,000+ employees

Manager Sales Engineering
Jul 2020 – Aug 2025

TEAM & TALENT
- › Scaled teams through hypergrowth: **40–70% new hires annually** while maintaining quality
- › **60% promotion rate, 10% early attrition** - A-players hired and developed
- › Fast-track promotions: top hires → Senior SE within months, Major customer responsibility
- › Entrusted with **most complex territory** (all Major customers, 11 SEs)

OPERATIONS & STRATEGY
- › Created **"SE Building Blocks"** + qualification heatmap, adopted as regional standard
- › Improved onboarding speed, deal quality, and execution consistency
- › Partnered with Sales, Product, and Exec Leadership during scale from 700 to 8,000+
- › Hands-on in major deals; CxO & Champion relationships spanning 5+ years

GDPR & DATA PRIVACY
- › **20+ Works Council engagements** (own territory + cross-region), **100% success rate**
- › Created Data Privacy Documentation adopted by Field CISOs/CTOs as engagement standard
- › Go-to resource for sensitive customer negotiations on German co-determination

RESULTS
- › Team quotas up to **$16M+ Net New ACV**
- › Peak Financial Years: `189% FY20` · `120%+ FY24` · `130%+ FY25`
- › **2× President's Club** · SEM of the Quarter 2025 · Rated "Outstanding Impact" for high-EQ leadership

Senior Sales Engineer
Oct 2017 – Jul 2020

Joined as Enterprise SE and advanced to Major Accounts within 3 years based on consistent overachievement. Drove the company's **fastest seven-figure technical win** and **first German bank deal**. Defined the POV evaluation framework later adopted as regional standard.

- SE of the Quarter (2019), SE of H1 (2020)
- Built technical credibility and strong customer relationships that enabled transition to management

Link11 GmbH
Aug 2010 – Oct 2017 · 7 years

DDoS Protection · WAF · Cloud Security

Head of Presales & Consulting
Aug 2013 – Oct 2017

Built the company's first Presales & Consulting organization from zero. Led solution design for DAX-listed enterprises, served as primary interface to Product Development. Created standardized data protection concept (SDSK) and passed T-Systems Privacy & Security Assessment (PSA) — required for product catalog inclusion, critical for enterprise sales credibility.

- Speaker at industry events (it-sa, RSA, infosec), delivered customer and partner training

Earlier: Project Management / Technical Lead (2010–2013)

WORK STYLE

Player/coach who maintains
technical credibility while driving
team performance. Known for high-
EQ leadership, structured thinking,
and calm execution under pressure.

REFERENCES

Available upon request

Skills & Expertise

Security	Zero Trust Architecture, SASE/SSE, Cloud Security, Data Protection (DSPM, DLP), DDoS Mitigation, WAF
Compliance	GDPR, Data Privacy, Works Council (Betriebsrat) engagements, German co-determination expertise
Cloud	AWS, Azure, GCP environments, SaaS architectures, hybrid deployments
AI & Automation	LLMs (Claude, GPT), AI agents & assistant projects, workflow automation, productivity tooling
Leadership	Organization building (0 to 1), team scaling, hiring, coaching, performance management

Sales Methodology

MEDDIC / MEDDPICC
Core framework for 5+ years - surfacing real pain, Champion development, EB engagement, Decision Process mapping

Command of the Message
Value selling, competitive differentiation, business outcome articulation

POV Frameworks
Designed evaluation methodologies adopted as regional standard - structured technical wins

Leadership Philosophy

Building teams, not just managing them. I believe SE leadership is about creating an environment where technical talent can thrive - through clear expectations, meaningful coaching, and genuine investment in career growth.

Operational excellence as foundation. Playbooks, qualification frameworks, and repeatable processes free teams to focus on what matters: solving customer problems and driving business outcomes.

Player/coach mentality. I stay close to deals, jump into complex technical discussions, and actively maintain relationships with key decision-makers, champions, and technical stakeholders. I never ask my team to do something I wouldn't do myself.

People before metrics. Supporting team members through challenges, whether professional or personal, builds stronger, more resilient teams. Designed reintegration framework balancing performance with wellbeing, adopted as DACH regional standard.

What I Bring

FOR THE BUSINESS	**FOR THE TEAM**	**FOR CUSTOMERS**
› Consistent quota attainment	› Career development focus	› Trusted advisor approach
› Scalable SE organization	› Clear expectations	› Compliance expertise
› Enterprise deal expertise	› Psychological safety	› Long-term relationships

BEST FIT
Strong product, healthy culture, real EMEA/DACH commitment, and room to build something meaningful.