



**Offer as
Interims Manager**

With over 25 years of expertise in the areas of leadership, sales, marketing and product management, I support your company in the analysis, optimisation and implementation in the areas of organisation, brand management and products, among others.

Consultancy: 360° Sales, Marketing and Product Management

With me, you gain an interim manager and engineer who understands, summarises and gets to the heart of complex interrelationships. Together we will look at the expectations and wishes of your customers and optimise processes, structures, turnover, costs and therefore profits.

Project Management

Benefit from my strategic, analytical and creative, solution-orientated approach. Get to know me as a team player who remains flexible and pragmatic even in difficult situations and who always keeps the common goal in mind during realisation.

Bridging Vacancies

As a manager, I take responsibility and provide guidance. When dealing with your customers and as a co-operative and coaching people manager, I am empathetic and appreciative.

Thanks to my excellent communication and presentation skills as well as my authentic and engaging demeanour, I am confident, assertive and solution-oriented in negotiations, even at C-level.

**Professional
experience**

Many years of international experience in strategic and operative product management, product marketing as well as sales of complex, technical components in the "B2B" market in management positions up to the board level

Availability

Home town	Düsseldorf, Germany
Remote	Fully equipped home office with HD video conferencing system
On-Site	Can be deployed nationwide
Travels	Worldwide travelling is welcome

Projects

Sales development and structuring

Business Development: Test equipment for static and dynamic qualification of power semiconductor devices

2024 - to date, interim mandate

Keysight Technology, Stuttgart (Böblingen) (Headquarters: Santa Rosa, USA)

- Global leader in electronic test equipment and simulation software
- Markets: semiconductor industry, electromobility, battery production, etc.
- Revenue: US\$ 5,5 bn; Employees: 15.000 worldwide (900 in Germany)

Objective

- As-is analysis, target/actual comparison, documentation of results
- Market analysis, identification of trends and risks
- Deduction of strategic impulses for the further development of the product
- Consulting the sales managers in direct customer contact

Result

- Detailed S.W.O.T. analysis with concrete proposals for improving product awareness internally with the sales team and externally with end customers; summary of proposals for further product development
- Development of a customer journey, a 9-month marketing plan and a value proposition
- Conception and realisation of product trainings with the focus on the dedicated value proposition

Analysis of sales structures and processes

2023, permanent employment

Exyte Technology GmbH, Stuttgart (Renningen), Germany

- Precision climate chambers, ceiling and filter systems for clean rooms
- Markets: Semiconductor Manufacturing and "Bio and Life Science"
- Revenue: 190 Mio €; Employees: 800 worldwide

Objective

- Analysis of sales processes, intensive discussions with customers and employees
- Derivation of improvements: improved processes for faster feedback to customers, simplification on Exyte side, increased customer satisfaction

Result

- Decreased workload by increased digitalization (e.g. CAD to Quote to Order)
- Transformation of reactive sales to proactive sales
- long-term goal: introduction of Key Account Management

Further development of the CRM system based on Salesforce

2020-2022, permanent employment

Vincotech GmbH, Munich (Unterhaching), Germany

- Manufacturer for power semiconductor modules with worldwide sales
- Markets: automation technology, motion control, renewable energy, uninterruptible power supply, chargers for e-mobility
- Revenue: 230 Mio €; Employees: 900 worldwide

Objective

- Analysis of the existing tool and the different usage behaviour of sales and product management employees
- Derivation of improvements: e.g. more training for employees, clearer forms and individualized dashboards

Result

- Intensive daily use of the system by individual sales employees, more transparency, increased customer satisfaction

(Sales development and structuring)	<p>Introduction of key account management for dedicated customers</p> <p>2013, permanent employment</p> <p>Vincotech GmbH, Munich (Unterhaching), Germany</p> <ul style="list-style-type: none"> ▫ Manufacturer for power semiconductor modules with worldwide sales ▫ Markets: automation technology, motion control, renewable energy, uninterruptible power supply, chargers for e-mobility ▫ Revenue: 230 Mio €; Employees: 900 worldwide <p>Objective</p> <ul style="list-style-type: none"> ▪ Definition of the internal key account team; regular meetings and updates of this team ▪ Establishing connections with the interfaces on the customer side and concerted actions to improve communication at all levels including top management <p>Result</p> <ul style="list-style-type: none"> ▪ Improvement of the customer relationship from premium supplier to strategic partner
<p>Projects</p> <p>Company development and structuring</p>	<p>S.W.O.T. analysis and derivation of concrete optimizations</p> <p>2023, permanent employment</p> <p>Exyte Technology GmbH, Stuttgart (Renningen), Germany</p> <ul style="list-style-type: none"> ▫ Precision climate chambers, ceiling and filter systems for clean rooms ▫ Markets: Semiconductor Manufacturing and "Bio and Life Science" ▫ Revenue: 190 Mio €; Employees: 800 worldwide <p>Objective</p> <ul style="list-style-type: none"> ▪ Analysis of internal processes with regard to customer orientation, employee satisfaction and employer branding <p>Result</p> <ul style="list-style-type: none"> ▪ Expansion of development goals towards sustainability and ease of assembly ▪ relief of middle management from day-to-day operations in favour of long-term strategic tasks ▪ creation of a management dashboard to visualize daily incoming orders, sales, book-to-bill, ... etc. figures
<p>Projects</p> <p>Design-in and customer projects</p>	<p>Supervisor in the automotive design-in and R&D project "Charger Unit for Electric Vehicles"</p> <p>2020-2022, permanent employment</p> <p>Vincotech GmbH, Munich (Unterhaching), Germany</p> <ul style="list-style-type: none"> ▫ Manufacturer for power semiconductor modules with worldwide sales ▫ Markets: automation technology, motion control, renewable energy, uninterruptible power supply, chargers for e-mobility ▫ Revenue: 230 Mio €; Employees: 900 worldwide <p>Objective</p> <ul style="list-style-type: none"> ▪ Accompanying the design-in project as supervisor, mentor and supporter in complex negotiations <p>Result</p> <ul style="list-style-type: none"> ▪ The project was won, the customer's requirements were met both in technical terms and in terms of the required approval tests and documentation



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Electrical Engineer



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Special skills

- English: fluent and business fluent in written and spoken English
- Microsoft Office: TEAMS, Excel, PowerPoint etc.
- Sales, marketing and product management

Career development

2024 - today

Freelance Interim Manager

- Consulting: 360° Sales, Marketing and Product Management
- Project Management
- Bridging Vacancies

2022 - 2023

Exyte Technology GmbH, Stuttgart (Renningen), Germany

- Precision climate chambers, ceiling and filter systems for clean rooms
- Markets: Semiconductor Manufacturing and "Bio and Life Science"

Managing Director Sales

- Analyses of the sales processes of the two product areas mentioned above. Result: Transformation of reactive sales to proactive sales with the aim of introducing a key account management
- Leading and coaching of people managers
- Preparation of a business plan for an additional manufacturing site in the USA
- S.W.O.T. analyses and derivation of optimisations
- Profit and Loss responsibility for approx. 200 Mio € revenue, 800 employees, production sites in Germany, Czech Republic, China

2012 - 2022

Vincotech GmbH, Munich (Unterhaching), Germany

- Manufacturer for power semiconductor modules with worldwide sales
- Markets: automation technology, motion control, solar energy, uninterruptible power supply, chargers for e-mobility

Director Sales EMEA

- Project-oriented component sales in the "business to business" market; Sales Cycle / Design-In Cycle approx. 2-4 years per project
- Member of the Global Management Team
- Establishment of a strategic key account management
- Head of the EMEA Sales- and Field Application Engineers Team
- Restructuring of the product management team
- Contract- and price negotiations
- Development of strategies to increase the market share and penetrate new application fields
- Achieved CAGR above the market average
- Budget Responsibility > 100 Mio €

2008 - 2012

Mitsubishi Electric Europe B.V., Düsseldorf (Ratingen), Germany

- Manufacturer for power semiconductors and - modules
- Markets: High power drives, off-shore wind parks, medical equipment

Global Account Manager for power semiconductor modules

- Global Account Manager for Siemens AG and Robert Bosch AG
- Strategic customer development and key account management
- Acquiring Design-In projects in "Business to Business" market
- Price- und contract negotiation
- Turnover of managed customers: 2012 = 35 Mio €, Forecast 2015 > 50 Mio €

1999 - 2008

SEMIKRON GmbH, Nuremberg, Germany

- Manufacturer for power semiconductors and - modules
- Markets: automation, drives, renewable energy, uninterruptible power supply, welding, medical equipment

Head of Product Management

- Managing board member of SEMIKRONs major business unit
- Strategic portfolio management and life cycle management
- Standardisation, optimisation and definition of internal processes
- Management of claim and warranty

Senior Technical Advisor, Key Account Manager - East Asia

Expatriate ship: SEMIKRON, Tokyo, Japan

- 18 months: 2004 - 2005
- Technical training of technical- and sales employees
- Direct support for key accounts in Japan, China, Taiwan and Korea
- Market research and development of sales- and marketing strategies

Product Manager for power semiconductor modules

- Technical and commercial responsibility for the newly introduced products MiniSKiiP and SEMiX
 - Preparation of R&D specification sheets
 - Pricing and Marketing Mix
 - Worldwide promotion tours
- Market research, definition- and introduction of new product lines
- Technical support of key accounts world wide

1996 - 1998

Technical University of Brunswick, Germany

Scientific Assistant

- Research in the area of packaging for power semiconductors within the government founded project "Integrated power electronics systems"
- Presentation of research findings on international conferences

Trainings

- Intensive course in business administration (University Hagen)
- Personal Coaching for People Manager
- Key Account Management
- Communication - and counselling skills

Education

1990 - 1996

Technical University of Brunswick, Germany

- Master Degree in electrical engineering (Diplom-Ingenieur)
- Diploma theses: "Mechanical behaviour of thermally stressed bonds." External work at "Centrum für Mikroverbindungstechnik"

1990

Abitur (German university-entrance diploma)

Düsseldorf,

