

Dennis Wilsmann

LEADER | SALES | ENGINEER

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Enterprise go-to-market leader for EMEA and Asia, with Switzerland as my hub — cloud-native, cybersecurity and AI, built on an engineering foundation.

#1

region worldwide by revenue — 200% ahead of #2 (VMware Tanzu)

20+

years across EMEA and Asia — DACH, CEE, ASEAN

136%

top-year attainment, Cisco global security accounts

10→80%

forecast accuracy — process built end to end

PROFILE

I build and lead enterprise sales organisations that bring technical products into large companies — and I started out as the engineer in the room. Over 20 years across EMEA and Asia — Düsseldorf, Amsterdam, Singapore and now Zurich — from Cisco and Kubermatic to VMware Tanzu, my work has moved from network security to cloud-native platforms, developer software and AI.

I have done both ends of the job: founding country businesses from zero — the DACH operation at Quadia, the EMEA sales team at Kubermatic — and leading organisations at scale, where VMware Tanzu CEMEA became the #1 region worldwide by revenue.

What I care about: a forecast you can trust, a qualification discipline (MEDDPICC) the team actually lives, partner-led go-to-market, and customers who expand because the platform delivers.

EXPERIENCE

2023 - today

Senior Director, CEMEA Sales – Tanzu

VMware · Zurich · VMware Switzerland GmbH · Kubernetes, cloud-native application platform & data services

- Own business strategy, revenue growth and go-to-market for the VMware Tanzu portfolio across Switzerland, DACH and the broader CEMEA market
- Lead a second-line organisation of 15+ in direct sales, with matrixed pre-sales, customer success and marketing
- 110% of annual target by Q3 — #1 region worldwide by revenue, 200% ahead of #2
- Largest new-logo intake worldwide; existing business grown by 130%; churn reduced to below 5%
- Led the transition to a consumption-driven model, strengthening pipeline rigour and forecast accuracy

2022 - 2023

VP of Sales

Kubermatic · Zurich · Kubernetes automation & hybrid-cloud platform · EMEA

- Defined and executed the EMEA sales strategy for Kubernetes automation, hybrid cloud and open-source platform solutions
- Built a team of 9 account executives from the ground up, with matrixed pre-sales and business development
- Improved forecast accuracy from 10% to 80% — on deal size and booking quarter
- Member of the Executive Leadership Board

2021 - 2022

Head of Sales Engineering – Central, Eastern Europe and Russia

Cisco Systems (AppDynamics) · Zurich

- Head of pre-sales for AppDynamics in the region, leading 6 sales engineers
- Introduced forecasting KPIs and raised VO-to-close conversion by 40% through MEDDPICC

2019 - 2021

Manager Business Development – Cyber Security Consulting – ASEAN

Cisco Systems · Singapore

- Led cybersecurity services go-to-market across Singapore, Malaysia and Thailand — CSOC design and build, secure access, threat remediation
- Won and delivered the full design and build of a Cyber Defence Center for a major, highly regulated bank in Thailand

2015 - 2019

Global Cyber Security Sales Manager

Cisco Systems · Düsseldorf

- Led the security business for global multinational accounts including DP DHL, Bayer/Monsanto, Deutsche Bank, Volkswagen and Metro
- Directed global virtual teams and built C-level relationships; top year at 136% attainment

2012 - 2015

Managing Director, DACH

Quadia Online Video (a United company) · Hilversum & Düsseldorf · Online video / cloud software

- Launched the DACH business of a Dutch cloud software start-up from zero — no local team, no customers
- Built and led a team of 7, established the route to market and won the first strategic accounts

2006 - 2011

Sales & Sales Engineering Roles

Cisco Systems · Düsseldorf & Amsterdam

Progressed from Associate Systems Engineer (CSAP graduate) through Systems Engineer and Internetworking Consultant (wireless LAN & security) to Commercial Account Manager across Cisco's DACH and Benelux operations — the dual technical and commercial profile behind everything since.

HANDS-ON WITH AI

I don't only talk about AI with customers — I build with it. I develop production AI applications end to end: architecture, automated testing and CI/CD, using Claude, Cursor, OpenAI Codex and similar tools.

One of them is a multilingual AI guest assistant running in production for a hospitality business. That practice shapes how I sell: I know where AI creates value, where it breaks, and what enterprises need to govern it.

Tools: Claude, Cursor, OpenAI Codex, ElevenLabs

EDUCATION

2009 - 2011

MBA, Grade A

Düsseldorf Business School, Heinrich Heine University

Thesis on geo-social networks.

2002 - 2005

Diploma in Business Information Systems

FHDW University of Applied Sciences, Paderborn

Thesis on monetising online advertising inventory.

LANGUAGES

German	native
English	C2
French	A2/B1
Dutch	A1/A2

CERTIFICATIONS & METHODS

- MEDDIC / MEDDPICC
- Command of the Message
- Cisco CCIE Wireless (written), CCNP, CCDP, CCSP (earlier career)