

# DENNIS WILSMANN

SENIOR SALES DIRECTOR 📍 ZÜRICH, SWITZERLAND 📞 +41 79 958 00 53

## ○ DETAILS ○

Zürich, Switzerland  
+41 79 958 00 53  
[dennis@wilsmann.ch](mailto:dennis@wilsmann.ch)

## ○ SKILLS ○

Leadership  
Sales

Intrapreneurial

Industry Knowledge

Interpersonal and communication skills

## ○ HOBBIES ○

Family, Skiing, Mountain biking,  
Traveling

## ○ LANGUAGES ○

German

English

French

Dutch

## ○ LINKS ○

[wilsmann.ch](http://wilsmann.ch)  
[linkedin.com/in/wilsmann](https://www.linkedin.com/in/wilsmann)

## 👤 PROFILE

Highly successful and effective global leader in the tech industry with two decades of experience in sales and business development. Experience ranging from leading teams and executing sales strategies for global multinational accounts to building and leading teams for start-ups in Europe. Skilled in defining, implementing, and executing sales strategies, training sales teams, and exceeding sales quotas. Extensive knowledge of cyber security and DevSecOps markets in diverse regions including ASEAN, CIS, Russia, and Europe positions him to excel in any role that requires effective leadership, strategic thinking, and an innovative mind.

## 📁 EMPLOYMENT HISTORY

### Senior Director CEMEA Sales at VMware Tanzu Zürich, Switzerland

June 2023 — present

- Second-line manager leading a team of Sales Directors and AEs as well as overseeing the business with a total of 48 individuals in the region incl. Germany, Austria, Switzerland, Eastern Europe and Israel.
- Achieved best region globally with over 200% larger book of business than the next region in July 2024.
- Minimizing churn to under 5%, growing existing business by over 130% and gaining largest net new logos globally.
- Achieved 110% of the total year target ahead in Q3.
- Successfully transforming the business from a booking-orientated to consumption- and growth-orientated sales in the region.
- Implementation of MEDDICC and other measures to ensure forecast accuracy and business excellence.

### VP of Sales at Kubermatic Zürich, Switzerland

June 2022 — June 2023

- Lead, hire and develop a team of 12 high-performing individuals in direct sales, pre-sales, and sales business development at series-A startup Kubermatic.
- Define, implement, and execute the SAAS sales strategy.
- Implementation of MEDDICC as standard Sales Methodology.
- Transformed the National Cyber Security Agenda of Malaysia and Thailand implementing CSOCs for undisclosed gov. entities and transforming their threat exposure significantly
- Streamlined the organization and improved forecast accuracy from 10% to 80% both in deal size as well as in booking quarter.
- Build a scale up business model for the sales and partner organization.
- Part of the executive leadership board of the organisation

### Manager Sales Engineering CEE + CIS + Russia at Cisco Systems Zürich, Switzerland

May 2021 — May 2022

- Led the Sales Engineering team of 6 individuals for the Central and Eastern European region and the Russian and CIS Region for the Business Observability division (AppDynamics) at Cisco.
- Recruited and led a crucial sales engineering team for the diverse region, resulting in successful sales outcomes.
- Developed and executed the sales engineering strategy for the business, contributing to revenue growth.
- Orchestrated collaboration and alignment within the Cisco matrix organization to ensure the successful execution of the sales engineering strategy.
- Implemented MEDDICC and quantitative and qualitative forecasting accuracy for the tech. organization improving the overall VO to close conversion by over 40%

- Mentored and trained team members, improving performance and contributing to overall success.

**Cyber Security Service Sales ASEAN at Cisco Systems  
Singapore**

September 2019 — May 2021

- Led and managed a team of 3 in the ASEAN region for Services Sales, focusing on Security Advisory Services.
- Successfully assisted customers in transforming their cyber security strategy to next-generation standards, addressing emerging challenges such as (C)SOC, talent shortage, OT Security, and complexity.
- Transformed the National Cyber Security Agenda of Malaysia and Thailand implementing CSOCs for undisclosed gov. entities and transforming their threat exposure significantly.

**Global Cyber Security Sales Manager at Cisco Systems  
Düsseldorf, Germany**

February 2015 — September 2019

- Led the security business for global multinational accounts including DP DHL, Bayer/Monsanto, Deutsche Bank, Volkswagen, and Metro in Europe, USA, and Asia.
- Led global virtual teams to deliver the best possible outcomes for customers, ensuring high customer satisfaction.
- Built strong business relationships with C-Level executives to drive the corporate cyber security strategy, ensuring alignment with customer objectives.
- Achieved and exceeded sales quotas for multiple years, including the highest performance of 136%.

**Managing Director DACH at Quadia | an EMG company  
Düsseldorf, Germany**

June 2012 — January 2015

- Spearheaded the establishment of Quadia Online Video's operations in the DACH region as the first person on the ground.
- Led a team of seven multi-disciplinary professionals to drive business development and expansion in the region.
- Developed and implemented strategic plans to increase market penetration and grow customer base.
- Fostered key partnerships with stakeholders and industry players to position Quadia as a leading provider of innovative online video services.
- Successfully grew the business in the DACH region through effective leadership, market insights, and team collaboration.

**Various Sales and Sales Engineering roles, Cisco Systems  
Düsseldorf, Germany / Amsterdam, Holland**

August 2006 — June 2012

 **EDUCATION**

**Executive MBA, Heinrich Heine University  
Düsseldorf, Germany**

August 2009 — August 2011

Thesis: Development and discussion of a competitive business concept in the field of geo-social networks. Final grade: 1 (A)

**Diploma in Business Information Systems, University of Applied Sciences (FHDW)  
Paderborn, Germany**

August 2002 — August 2005

 **REFERENCES**

References available upon request