



Ralf Damerou

Switzerland

Education

Qualifications Bachelor of Science in Business Administration International in Marketing and Sales
Lucerne University of applied sciences and arts, Switzerland

Languages	English	Fluent
	French	Fluent
	German	Fluent
	Italian	Basic

Professional experience

Profile over 20 years of selling and leading experience

- Managing Director of an EMC and IBM Business partner
- Director of Sales of a HP Business Partner
- Storage Sales Manager for Fujitsu Switzerland
- Storage leader IBM IMT Alps, April 2011 - June 2012
- Storage leader strategic accounts IBM Switzerland, July 2012 - June 2014
- Sales Manager Systems Storage IBM Switzerland, July 2014 - today

Key Skills

- Long lasting selling skills and closing experience
- Profound knowledge on Swiss market and on all major storage competitors
- Relationship to all major Swiss Accounts (UBS, CS, Novartis, Roche etc.)
- Able to position IBM against any competitor on a management level
- Comprehensive know-how in storage and hybrid cloud solutions
- 28 years experience in leading people in business and military (lieutenant-colonel in the Swiss Army)

Key Courses and Training

- Different general sales trainings
- New hire training NetApp
- Course of instruction for leading army staff (Swiss Army)
- Business and Industry Insights at London Business School (May 15)

Career History **07/2014 - To date**

IBM Switzerland, Switzerland
Sales Manager System Storage IBM Switzerland

- leading the storage business in Switzerland
- YoY growth since Q3/14
- major, strategic wins at UBS, Novartis and Roche
- Achieved or over achieved budget for 6 quarters in a row

07/2012 - 06/2014

IBM Switzerland, Switzerland
Storage Leader Strategic Accounts

- responsible for winback business within major Swiss Accounts (UBS, Credit Suisse, SwissRe, Zürcher Kantonalbank, Swisscom, Novartis)

Achievement:

- closed 1PB flash deal at UBS in Oct 2013 for large DWH



04/2011 - 06/2012

**IBM Switzerland Ltd., Switzerland
Platform Leader Storage IMT Alps**

Leading storage platform and key storage deals

Achievements:

- Clarified storage strategy in Alps. One voice. Focus.
- Recovery of BP. IBM BP that sold NetApp in the past re-started selling IBM.
- Focus on XIV: 65% winback rate

08/2009 - 03/2011

**Fujitsu Technology Solutions (FTS), Regensdorf, Switzerland
Storage Sales Manager, Member of Management Team**

Responsible for the FTS Storage Business in Switzerland.

Business Development on large Swiss accounts together with account managers and a direct reporting special sales force. Transition from boxmoving to solution selling. Re-establishing and development of the local partnership with the global alliances partners (NetApp, EMC, Brocade and SUN/Oracle).

Achievements:

- Restructuring of storage business resulting in gaining +2% market share
- Successful positioning of Fujitsu storage within the Swiss market and at customers
- Win of large prestige projects (ie. University of Zurich, Helsana Health care, CSS health insurance)

12/2008 - 07/2009

**Paternity leave, Switzerland
Father**

Investing time in my new born son

09/2006 - 11/2008

**A. Baggenstos & Co. Ltd, Wallisellen, Switzerland
Director of Sales**

Leading sales force from box-moving to solution selling.

Achievements:

- Tripling of the pipeline within first quarter; recovered and finally achieved sales target in 2006
- 2007: 115% budget achievement
- 2008: 120% budget achievement
- Closing of large deals in the areas of server- and storage virtualization (Lucerne Hospital)
- Closing of out-tasking contracts (Pawi, Argus der Presse)

01/1995 - 08/2006

**DICOM Security Ltd., Switzerland
Managing Director**

1995-1999 Business Unit Manager

1999-2006 Managing Director of a Storage BP belonging to DICOM Group (Promoter and Co-Shareholder)



DICOM Security Ltd. (DISEC) was a management buy-out of the storage business unit of DICOM Ltd. DISEC was specialized on storage solutions and was one of the few storage specialists on the Swiss market.

Achievement:

- Build up customer base of about 100 customers from scratch
 - Became leading integrator for Legato in Switzerland
 - First storage focused BP for IBM Switzerland, first BP focusing on SVC (in 2004)
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