

Edward Wijnen

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PROFILE

Enthusiastic, self-motivating, experienced sales professional with strategic thinking and a proven overachiever with a high 'CAN DO' attitude. Open to and recognizing opportunities for change. Build up many years experience in building, growing and developing sales channels in an international environment. A confident team player and leader that motivates team members to lead to high performances.

Key Skills

- *Overachiever of sales targets – every year achieved President's Club*
- *Developing and executing strategic business and marketing plans*
- *Proven skilful negotiator*
- *Analytical skills*
- *Building sales channels – increased number of resellers in Finland with 30% in one year*
- *Managing distributors – transformed partners from niche to value add distributors*
- *Managing license fulfillment partners – set up business to fulfill license demands for Enterprise customers in the Nordic region*

Achievements

- *Built a sales structure and organization within the key distribution partners*
- *Grew distribution business from US\$ 28 million in 2000 to US\$ 32 million in 2001 despite economic downturn*
- *Implemented the Electronic Licensing Program with the Nordic distributors*
- *Increased the license share in distributors from 25% in 2000 to 38% in 2001*

EXPERIENCE

08/00 –

Distribution Manager, Nordics

To date:

Citrix Systems, Denmark

Responsible for managing the relationships with distribution partners and licensing partners (CELPs) in Norway, Sweden, Finland, Denmark and Iceland.

- *Developing and executing marketing / business plans with the partners*
- *Setting sales targets, as well as other sales and marketing objectives*
- *Educating sales and marketing personnel in the partners*
- *Ensuring the right amount of low touch resellers in the territory*
- *Driving revenue within the partners*

- 04/99 – **Distribution Manager, Nordics & Benelux**
08/00: *Citrix Systems, The Netherlands*
Same as above, including the Benelux region. From a distribution management point of view this was one region until August 2000. CELPs were not appointed then.
- 09/98 – **Business Manager**
04/99: *Ingram Micro Netherlands*
Responsible for all sales and marketing activities on the following vendors: Microsoft, 3Com and Intel. Managing a team of sales people (4) and product managers (2).
- 06/96 – **Supervisor**
09/98: *Ingram Micro Netherlands*
Managing the sales team in the networking division of Ingram Micro. This division sells products from Microsoft, Compaq, IBM, HP, Novell and more to resellers in the Netherlands.
- 04/93 – **Networking Consultant**
06/96: *Self Employed*
Selling high-end network solutions to medium sized enterprises.

EDUCATION AND QUALIFICATIONS

- 08/88: **Bachelor Degree Engineering, Computer Science**
Hogeschool Haarlem, the Netherlands
- *Professional Presentation training*
 - *Leadership and Management training*
 - *Professional Sales Training*

PC Skills

Fully conversant with the following software;

- *MS Word, PowerPoint, Excel.*
- *MS Project*

Languages

Fluently in Dutch and English. At a conversation level in German.

PERSONAL SUMMARY

- *Motivated, enthusiastic, highly energized*
- *Prepared to relocate and participate in company functions*
- *Willing to travel*
- *Clean driving license, good health*