

Ken Wirth

Sales Management Executive · VP / CRO / CSO

B2B SAAS · ENTERPRISE TECHNOLOGY · DACH & EUROPE

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Based in Zurich, Switzerland

Open to Zurich & Munich metropolitan areas, EMEA

German national · EU citizen · Swiss B permit



25+ YEARS SALES LEADERSHIP	3× GTM BUILT FROM ZERO	CHF 150M+ ANNUAL ORDER INTAKE & P&L OWNED	130+ PEOPLE LED & DEVELOPED	€5.8M LARGEST DEAL PERSONALLY CLOSED
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EXECUTIVE PROFILE

Growth-focused commercial leader noted for **building, scaling and leading sales organisations** across DACH and international markets, driving multi-million-euro B2B revenue growth and delivering market-leading commercial performance in fast-paced settings. Three times built a go-to-market organisation from zero rather than optimising an existing machine.

Proficient in structuring enterprise and mid-market account teams, deploying CRM and programmatic solutions to accelerate revenue, and establishing partner ecosystems that deliver measurable commercial outcomes. Comfortable owning **full P&L accountability**, reporting to boards and senior shareholders, and steering cross-functional units including sales, marketing, customer success, operations and support through complex growth and transformation phases.

Known for translating bold commercial targets into disciplined execution and holding market leadership in highly competitive B2B environments. Uses Claude, ChatGPT, Gemini and Copilot operationally every day — for sales strategy, market analysis and commercial execution — with ongoing training in these tools.

AREAS OF EXPERTISE

- Revenue Strategy Execution
- Go-to-Market (GTM) Planning
- Channel Partner Establishment
- Commercial Contract Negotiation
- Talent Acquisition & Development
- Market Share Expansion
- New Market Penetration
- Sales Pipeline Governance
- Pricing & Licensing Models
- Key Account Management
- Customer Retention Strategy
- Competitive Market Positioning
- P&L and EBITDA Ownership
- Continuous Process Optimisation
- Executive Stakeholder Engagement

PROFESSIONAL EXPERIENCE

JobCloud AG — Zurich, Switzerland

2019 – 2025

Chief Sales Officer & Managing Director Large Enterprises · Member of the Geschäftsleitung

Led all customer-facing functions — sales, account management, customer success, operations and support — at Switzerland's leading digital job platform, with full P&L accountability and direct reporting to the CEO and Verwaltungsrat. Directed revenue strategy, customer experience and operational excellence to sustain market leadership. Partnered closely with the CEO and executive leadership to navigate macroeconomic and pandemic-related disruption while maintaining business continuity and growth. Drove the large-enterprise engagement strategy, evolving key account management practice and introducing data-driven advertising solutions. Championed organisational development — building high-performance teams, modernising processes and elevating service delivery standards across the business.

KEY ACHIEVEMENTS

- Delivered **CHF 150M+ annual order intake** — an all-time high — leading a 130+ person commercial organisation.
- Secured **~40% average annual growth** by introducing programmatic job advertising and disrupting traditional hiring models.
- Captured **30%+ market share** in programmatic advertising by 2024 through enterprise adoption and large-account focus.
- Boosted customer retention and upsell by implementing structured key account management and customer success frameworks.
- Sustained market leadership through the pandemic by aligning with C-level leadership and executing an adaptive commercial plan.
- Revitalised partner sales channels, accelerating indirect revenue contribution and expanding market reach.
- Represented JobCloud in «The Network», a global alliance of leading job boards across 50+ countries.

XING E-Recruiting GmbH — Hamburg, Germany

2015 – 2019

Director, Account Management & Customer Relations · Interim Managing Director (2018)

Directed multi-regional sales and customer management operations across Germany, Austria and Switzerland, leading 10 teams spanning account management, customer success and partner channels. Built and scaled customer-centric functions, introducing structured account management, customer lifecycle frameworks and success programmes. Standardised sales methodologies across mid-market, enterprise and partner segments while implementing Salesforce to enhance pipeline visibility. Liaised with marketing and product to align commercial strategy with product innovation and GTM initiatives. Temporarily assumed full operational leadership of the business, overseeing a 300-person organisation and reporting to executive board leadership.

KEY ACHIEVEMENTS

- Grew revenue from **€36M to €98M within three years**, delivering 40%+ YoY growth across DACH markets.
- Set a new benchmark for enterprise sales performance by personally closing the **largest deal in the company's history (€5.8M)**.
- Enabled scalable operations and sustained high growth by expanding the organisation to **120+ direct reports**.
- Amplified customer engagement and retention by establishing account management, customer success and SDR functions from scratch.
- Strengthened indirect revenue streams and market reach by establishing and expanding a high-impact partner ecosystem.
- Represented XING in the Verband der Vertriebsleiter Deutschland.

Microsoft Österreich GmbH — Vienna, Austria

2011 – 2015

Head of Business Solutions · Business Unit Ownership incl. P&L

Led end-to-end Microsoft Dynamics (ERP & CRM) operations across the Austrian market, including sales execution, partner ecosystem development, marketing alignment, consulting, support and P&L. Supervised diverse teams to drive regional initiatives, streamline business processes and enhance collaboration across Western European subsidiaries. Forged and managed enterprise client relationships, ensuring solution alignment with business needs. Headed parallel market expansion by establishing a new enterprise sales function in Switzerland while continuing to run core business operations.

KEY ACHIEVEMENTS

- Accomplished **35% YoY revenue growth** by developing and executing a high-impact ERP and CRM sales strategy across Austria.
- Scaled Microsoft CRM **from €0 to €10M in licence revenue** — with a multiple of that in downstream project and solution business across the partner channel.
- Built the **top-performing Microsoft partner ecosystem in Western Europe**, optimising indirect sales channels and delivery capability.
- Steered creation and operationalisation of the Swiss enterprise sales function, enabling market entry and regional expansion.

ADDITIONAL EXPERIENCE

Microsoft GmbH — Munich, Germany

1999 – 2011

Sales Lead & Leadership Roles · Licensing, MidMarket, Business Solutions

- Led licensing sales across MidMarket, enterprise and public sector segments, managing up to **€400M in annual revenue**, closing high-value deals and elevating Germany into a top-performing market with direct alignment to U.S. headquarters.
- Built and scaled a MidMarket sales organisation of **~40 professionals including 3 managers**, strengthening go-to-market execution and driving sustained revenue growth.
- Expanded partner-driven revenue with Large Account Resellers, accelerating adoption of Select and Enterprise Agreements and deepening customer penetration across segments.
- Took over the German Microsoft Business Solutions (ERP & CRM) sales team and established an equivalent sales function for the Swiss market.

Executive Assistant to Founder & GM · ISP International Software Partners GmbH — Munich, Germany

Sales Associate · Nashuatec Werksvertretung — Munich, Germany

EDUCATION, TRAINING, SYSTEMS & LANGUAGES

EDUCATION	Diploma in Business Administration (Betriebswirt VWA) — Verwaltungs- und Wirtschaftsakademie, Munich · 1992–1996, completed alongside full-time employment
AI IN PRACTICE	Claude · ChatGPT · Gemini · Microsoft Copilot — used operationally every day; continuing education in Copilot, ChatGPT and AI agents (2025/26)
TRAINING	Certified ScrumMaster, Scrum Alliance (2022–2024) · Sales · Leadership · CRM & ERP Solutions · Business Development · Cloud Services · Project Management
METHODOLOGY	MEDDIC — implemented as the standard qualification framework across every team led · Customer Lifecycle Management · ScrumMaster Framework
ALSO FAMILIAR WITH	Miller Heiman Strategic Selling · SPIN Selling · BANT — applied selectively by segment and deal type, not rolled out organisation-wide
SYSTEMS	Salesforce CRM · MS Dynamics (ERP & CRM) · MS Volume Licensing Platforms · Programmatic Job Advertising Platforms · AI-Supported Sales Solutions · SAP (ERP environment exposure) · IBM Platforms · Novell Platforms
LANGUAGES	German (native) · English (fluent) · French (basic)