

25+ YEARS B2B SALES LEADERSHIP	3× GTM BUILT FROM ZERO	CHF 150M+ PEAK ANNUAL ORDER INTAKE / P&L OWNED	130+ TEAM LED & DEVELOPED	€5.8M LARGEST DEAL – PERSONALLY CLOSED
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A commercial leader who builds — not one who merely manages what already exists.

CAREER SNAPSHOT

MOST RECENT · 2019 – 2025 JobCloud AG, Zurich Chief Sales Officer & MD Large Enterprises Full member of the Geschäftsleitung of Switzerland’s leading digital job platform. Led 130+ people across sales, account management, customer success, operations and support with full P&L accountability for a CHF 150M+ annual order intake — an all-time high — reporting directly to the CEO and Verwaltungsrat. Built the programmatic enterprise engine from a freemium base to 30%+ Swiss market share. Full commercial ownership, not a sales-only mandate.	2015 – 2019 XING E-Recruiting, Hamburg Director, Account Management & Customer Relations Directed multi-regional commercial operations across Germany, Austria and Switzerland, leading 10 teams. Scaled revenue from €36M to €98M in three years (40%+ YoY). Personally closed the largest deal in XING’s history (€5.8M). Built the customer success and SDR functions from scratch with dedicated management. Stepped in as interim managing director of the 300-person business. A player-coach who leads from the front.
1999 – 2015 · 16 YEARS Microsoft, Germany & Austria Business Unit Lead / Sales Manager Progressive leadership from enterprise sales to full Business Unit ownership (sales, marketing, consulting, support, P&L) in Austria. Built the top-performing Microsoft partner ecosystem in Western Europe and grew Austria’s CRM market from €0 to €10M in licence revenue, with a multiple of that in downstream solution business. Managed up to €400M annual revenue in Germany. Sixteen years of enterprise-grade channel and direct sales discipline.	FOUNDATION Earlier Career & Education Hardware wholesale → software licensing → business diploma Career began in the family hardware wholesale business (Nashuatec) — hard, transactional selling from day one — followed by Executive Assistant to the founder and GM at ISP International Software Partners. Diploma in Business Administration (Betriebswirt VWA), Verwaltungs- und Wirtschaftsakademie Munich, completed alongside full-time work. Represented XING in the Verband der Vertriebsleiter Deutschland and JobCloud in «The Network», a global alliance of leading job boards across 50+ countries.

HOW KEN OPERATES

Methodology & Tools How Ken runs commercial organisations Deployed and governed Salesforce CRM at two organisations — as the owner of the rollout, not merely as a user. Embedded MEDDIC as the standard qualification framework across every team led, with differentiated sales motions for mid-market, enterprise and partner channels. Built three partner ecosystems from scratch. Also familiar with Miller Heiman Strategic Selling, SPIN and BANT, applied selectively by segment. Delivers board-level forecast accuracy and structured pipeline discipline as a non-negotiable baseline.	Builder, Not Caretaker What sets Ken apart Three times, Ken built commercial engines from zero rather than optimising an existing machine: Microsoft CRM Austria (€0 → €10M licence revenue), XING’s enterprise motion (€36M → €98M), and JobCloud’s programmatic engine (Swiss market leadership). Most effective in greenfield, ambiguous, high-ownership situations — and comfortable holding P&L, EBITDA and board accountability while doing it.
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A MODERN COMMERCIAL LEADER FOR AN AI-NATIVE ERA Active, daily AI fluency — not a talking point Ken uses Claude, ChatGPT, Gemini and Copilot operationally every day — for sales strategy, market analysis and commercial execution — and keeps training on them, most recently on Copilot, ChatGPT and AI agents in 2025/26. In a market where AI is reshaping GTM motions, buyer behaviour and internal productivity, Ken brings genuine, hands-on fluency rather than borrowed language from a slide deck. He doesn’t just talk about AI in sales — he uses it daily to work smarter.
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<i>„I’m a senior commercial leader who builds — not just manages. Across 25 years and three greenfield GTM builds, I’ve combined full P&L ownership, hands-on deal leadership, and a genuine, daily fluency in AI. I’m looking for my next VP-, CRO- or CSO-level mandate in B2B SaaS or enterprise technology — ideally a build-or-scale situation in DACH or broader Europe.“</i> KEN WIRTH
