

# ALAIN WIEDMER

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Languages: French (native) - English (proficient) – German (basic)

Avenue de Rumine 45 – CH1005 Lausanne  
French & Swiss dual nationality

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Accomplished senior executive with a 20-year track record of leading multinational teams to success. Confident long-term strategist drawing on substantial international experience in creating thriving technology businesses with enduring partnerships. Talented networker with extensive C-level network of EMEA executives. Enthusiastic leader with entrepreneurial spirit who encourages people to own issues. Broad-minded manager who is knowledgeable about new trends and technologies, committed to hiring and pushing the best talent to achieve long-term goals, coaching them to succeed in rapidly changing markets.

## ACHIEVEMENTS

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- 360° experience in B2B Sales, Customer Satisfaction, Partnerships & OEM.
- Turnaround of operations in Kramer Electronics Europe from -5% to +7.5% y-o-y growth in 2 years (Management quote: "Generated the most radical & positive changes in Kramer!").
- Tripled Polycom's Emerging Markets revenues from \$30m in 2010 to \$90m in 2012.
- Started up US Robotics Systems from scratch in France.
- Significant experience with start-up companies as co-founder, advisor or Business Angel.

## PROFESSIONAL EXPERIENCE

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### businessSteer

Since April 2015

#### Director (Lausanne)

Several start-ups and growth companies approach me to help them ramp up faster, expand into new territories and build partnerships. These companies know my proven experience of leading teams to success: they appreciate that I can bring real value to them and speed up their growth.

(CONFIDENTIAL) Areas of expertise: Security and SaaS (ScanTrust), Big Data (Smaarts-USA), Software (ExpertFlow), Web and Cloud (MyPlanet & RelayRobin- CAN), Telecommunications (Range Networks – USA).

Public reference case: ScanTrust (public appraisal by ScanTrust CEO on LinkedIn)

### KRAMER Electronics

April 2016-July 2019

#### VP Europe (Lausanne)

I joined Kramer Electronics for the opportunity to revamp a collection of 16 loosely connected companies into a true EMEA team.

- I did recruit great team members, helping transform the business from transactional deals to solution-selling projects and on to cloud-based deliveries of solutions: we then started winning major deals with many European blue chips.
- We renewed with significant growth in a stagnant market: Kramer Europe went from -5.1% y-o-y in 2015, before I joined, to +7.5% y-o-y in 2017 and +5% y-o-y in 2018, in constant USD.

- I put in place the long-needed tools and practices to manage the business and motivate teams; these were subsequently deployed worldwide.

## POLYCOM

July 2007 – April 2015

Global leader in open, standards-based, video and multimedia communication.

### VP EMEA Cloud & Channels (Lausanne)

January 2013

- Responsibilities include strategy, operations, and channel management for the EMEA region.
- Created Polycom's new partner program for EMEA Channels & Service Providers and engineered the move to Cloud & Advanced Services that led to an expected 40% increase in 2015 net income.

### VP Continental Europe and Emerging Markets (Paris)

July 2007

- Embraced opportunities to grow Emerging Markets from \$30m in 2010 to \$90m in 2012.
- Started up Polycom Russia LLC and led it to become the #1 EMEA region with \$60mn revenues in only two years.
- Grew 14 countries in Continental Europe from \$80m in 2007 to \$150m in 2010.

## NEXTIRAONE (Acquired by DIMENSION DATA in 2014)

January 2003 – May 2007

Leading European communications and convergence integrator.

### Director Sales Europe (London and Paris)

## EARLIER HISTORY:

IBM/PLATFORM COMPUTING – VP EMEA (London)	2000 – 2002
LUCENT TECHNOLOGIES– Managing Director France	1998 – 2000
US ROBOTICS SYSTEMS – Managing Director France	1996 – 1998
IDEASSOCIATES – Managing Director France	1994 – 1996
COMPUTERVISION – Sales Management roles	1985 – 1994
DIGITAL EQUIPMENT – Sales and Marketing roles	1981 – 1985
SCANTRUST - Advisor	since 2015
DG CONSEIL (Events & Marketing) – Board Member	2002 – 2007
MATCHVISION (eCommerce) - Co-founder and Board Member	1997 – 2000
TIMSA SA (IT services) – Board Member	1997 – 1999
COSSILYS (Video surveillance) – Co-founder and Board Member	1996 – 1998

## EDUCATION

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Business Management & LBO Training – CRA

Master of Engineering (IT) – Ecole Centrale de Paris (French "Grande Ecole")

## PERSONAL INTERESTS

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Member of MENSA and Planetary Society. University courses in astronomy. Passionate about history (ancient Middle-East), Physics and Mathematics, Python programming, travel and golf.