# CURRICULUM VITAE
## *Christian Stadlmann, MSc*

Experienced Chief Revenue|Sales Officer and General Manager with a demonstrated history of more than 20y working successfully in the enterprise software industry. Skilled in International Management, Business Consultancy, Enterprise Sales, Go-to-market Strategy, Software as a Service (SaaS, Cloud) and Recurring Revenue Strategies. Strong operations and process oriented professional with a MSc focused on Telematics/Informatics.

## CAREER PATH SUMMARY

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|---|---|---|
| **Aurea Software** <br> 1,000-5,000 empl. | General Manager Europe & SVP Global Sales <br> General Manager & VP Sales | 2018-Today <br> 2014-2018 |
| **Update Software** <br> 300-500 empl. | Chief Sales Officer CSO <br> Senior Vice President Sales <br> Sales Manager, Sales Director | 2011-2014 <br> 2008-2010 <br> 2006-2007 |
| **Hyperwave Software** <br> 100-300 empl. | Key Account Manager <br> Technical Account Manager | 2003-2005 <br> 2000-2002 |
| **Austrian Research Centers** | Software Engineer | 1999 |

## AT A GLANCE

- Working successfully for private, public and private equity financed firms
- Understanding the enterprise software industry from scratch
- Growing business organically and out of acquisitions
- Revenue and P&L responsibility for business areas of more than 220M$
- Proven track record of fast revenue growth and implementing high-margin models
- Building repeatable processes rather than just celebrating one-time events
- Building sales playbooks to implement and execute scalable sales processes
- Creating work quality bars including metrics, reporting and transparent forecasting
- Structuring, building, hiring and coaching teams at large scale
- Succeeding by separating & focusing on strategic deals, net new business and value from the installed base
- Deep experience in running global teams completely remotely or in hybrid mode

# PROFESSIONAL EXPERIENCE

Christian Stadlmann completed his telematics degree (informatics and telecommunications) with a Master of Science title and started in 1999 at the **Austrian Research Centers** as a software developer for web applications.

In 2000 he came to **Hyperwave Software**, one of Europe's leading software companies for Enterprise Content Management. Starting as project manager he changed within the group to Munich where he was responsible for customer projects in the pre-sales team in Germany, Malaysia, UK, and the USA. In 2003 Christian became Key Account Manager and responsible for winning major new customers in the DACH region.

After 6 years at Hyperwave Christian moved over to Vienna to **Update Software** - one of Europe's leading software providers for CRM solutions. He started as Sales Manager and was later as Sales Director responsible for the biggest sales business unit in Central & Eastern Europe.
Since 2011 as SVP Sales, he managed the total international sales organization, a team of up to 100 employees and 40 quota carrying heads, presales, and indirect sales. During this time, he increased revenues continuously with a parallel focus on building up the recurring SaaS business from scratch.
In 2014 he was appointed into the board as Chief Sales Officer and responsible for the general management and restructuring of the commercial business model of the company that was acquired by **Aurea Software**.

At Aurea, Christian as General Manager Europe is responsible for a set of commercial business units that sum up to 220M$. In parallel he leads the global field sales team and is responsible for sales processes, sales methodology, sales onboarding, and enablement as well as for the company's commercial forecasting, quality bars and metrics.

| 2015/05-Today | **Aurea Software GmbH** | Vienna/Austin (TX) |
|---|---|---|
| | ***General Manager Europe & SVP Global Sales*** | |

- General Management of the European organizations within the AUREA Software group (Austin/Texas) owned by ESW Capital Group
- Revenue and P&L responsibility for business areas of more than 220M$
- Deeply involved in more than 10 acquisitions with the largest one being Jive – world market leader of Social Enterprise Collaboration at an acquisition price of more than 450M
- Converting a zero-margin business into a high-profitable 70% margin model by using shared services, focus on customer success and retention of more than 90%, and growing an existing customer base at the same time by factor 4.
- Responsible for building and implementing a global sales playbook, including sales methodology, standardized cloud-based sales plays, structured account planning, creation of unique sales work quality bars including quality metrics and reporting, sales onboarding, and enablement as well as a multi-layer sales coaching model.
- Defining the work definition of the sales team to be able to hire and performance measure at large scale
- Benefiting from his deep software engineering experience in his early career, driving input for Product Management by focusing on real value solutions that produce take rates and not just market awareness

| 2014/10-2015/05 | **Update Software AG** | Vienna |
| | ***Chief Sales Officer – Member of the Board*** | |

- Member of the Board
- General management of update Software AG and responsible for the restructuring, taking-private and affiliate inclusion into the AUREA Software Group (headquarters Austin/Texas, owned by ESW Capital Group)
- Converted the legacy on-premise model to a 100% subscription and recurring revenue ARR based one
- Tripled recurring revenue streams up to 30M
- Achieved high customer retention during the acquisition and restructuring process

| 2011/07-2014/09 | **Update Software AG** | Vienna |
| | ***Senior Vice President Sales*** | |

- Responsibility for the international sales team
- Department lead for 10 sales subsidiaries and up to 100 persons in Sales Country Management, Account Management, Presales, Inside Sales, Sales Backoffice, CRM and Partner management
- Direct reporting line to the CEO
- Responsible for the revenues streams software licenses, software-as-a-service (SaaS) and maintenance – in total about 70% of the company's total revenues (30M)
- Successfully transformed commercially a legacy software offering into a modern and competitive SaaS/Cloud environment and built 5M SaaS revenue from scratch
- Build up the partner management in Europe and China
- Implementation of a common sales process and building up a comprehensive forecasting system for the total business planning
- Proxy of update Sales GmbH

| 2007/01-2011/06 | **Update Sales GmbH** | Vienna |
| | ***Sales Director ISI*** | |

- Build and Responsibility of the company's largest sales department – Industry/B2B (approx. 65% of the sales revenues) as an own business unit
- Management of an international sales team of 35 employees
- Direct reporting line to the Vice President Sales
- Customers (extract): Böhler, Brenntag, Demag Cranes/Terex, Doka/Umdasch, Knauf, Saint-Gobain, Strabag, Zumtobel etc.

| 2006/01-2006/12 | **Update Sales GmbH** | Vienna |
| | ***Sales Director Austria & International Projects*** | |

- Management of direct and channel sales in Austria
- Lead of a sales team of 7 employees
- Support of the international customers out of update's headquarters
- Software solutions in the field of "Customer Relationship Management - CRM"

| 2003/01-2005/12 | **Hyperwave AG** | Graz |
| | *Key Account Manager Austria* | |

- Management of direct and channel sales in Austria. Sales in the region Central Europe (CER)
- Software systems in the field of Contentmanagement, Documentmanagement, Portals, Intranet- & Extranet, eLearning & Collaboration
- Customers (extract): ALPLA, Bank Austria Creditanstalt, Bundesministerium BWK, Internorm/IFN, ORF, Österr. Lotterien, Telekom Austria, Tiroler Landeskrankenanstalten, VA Technologie, etc.

| 2000/12-2002/12 | **Hyperwave AG** | Munich |
| | *Technical Account Manager CER* | |

- Presales in the region Central Europe (CER).
- Sales support to win large customers
- Project management at customer projects (Dresdner Bank, Unilever, General Motors, etc.)

| 2000/02-2000/11 | **Hyperwave F&E Ges.m.b.H.** | Graz |
| | *Technical Project Manager – Software Development* | |

- Software Services at customer projects

| 1999/05-2000/01 | **Austrian Research Centers Seibersdorf** | Graz |
| | *Software Engineer* | |

- Development of web-based applications based on Java, ServerSide-JavaScript and dHTML

# GENERAL & EDUCATION

| | |
|---|---|
| **Name:** | **Christian Stadlmann**, MSc |
| **Born:** | 16th of January 1973 in Graz, Austria |
| **Place of Living:** | Vienna, Austria |
| **Martial Status:** | Life partnership, 1 child |

**Languages**

- German (mother tongue)
- English (business fluent)
- French (basics)

**1991** **Higher Education**

- BG&BRG Seebacher in Graz
- Focus on languages and informatics

**1991-1992** **Military Service**

- Apprenticeship as militia officer in the Austrian Army
- Participation in seminars in the areas of leadership, public speaking, presentation, moderation, and management of abnormal situations

**1992-1999** **University Studies**

- Studies of Telematics (computer science and telecommunications) at the Technical University Graz with degree of Master of Science.
- Diploma thesis at the Institute for Information Processing and Computerbased New Media (IICM) with the title „Implementation and Analysis of Progress-Tracking within a Web-Based-Training-Systems"
- Graz University of Technology is one of five universities in Styria, Austria. It was founded in 1811 and currently comprises seven faculties. The university is a public university and offers 18 bachelors and 33 masters study programs (of which 16 are in English) across all technology and natural science disciplines. In the 2019 Shanghai ranking of universities/Global Ranking of Academic Subjects, it is in the 101–150 range in Computer Science & Engineering and Electrical & Electronic Engineering.

# REFERENCES

**Todd Brooks**
CEO at FalconStor Software

I had the pleasure of working directly with Christian for several years after Aurea's acquisition of Update Software AG. His dedication, desire to succeed, and attention to detail were always remarkable. It is rare to find a commercial leader with Christian's skills and passion.

**Ben Cohen**
President, Aurea Software | Private equity acquisitions rollup expert | Rapid-growth, high-margin turnaround executive.

Christian helped our company grow from $30 million to over $500 million in revenue in 7 years by listening to the market and setting up an organization that could scale. His superpowers are motivation and accountability — hiring and leading his teams through the rigors of the enterprise software business, from tough acquisitions and difficult integrations to driving very aggressive sales programs. You won't find a more focused, inspiring, and driven leader that sticks with it for the long haul.
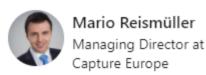
**Curt Richtermeyer**
Executive Vice President Global Sales at SparkCognition

I had the opportunity to meet and work with Christian when my company acquired his company - Update Software - where he served as the executive sales leader. Over the years that we worked together, I was able to watch and benefit from his great skill in managing sales teams, developing repeatable sales process, and serving as a tremendous leader throughout the company in many different ways. We were also able to develop a great friendship over this time. He is, without question, an exceptional talent and I would not hesitate to hire or work with Christian in any context - I hope to have the opportunity to work with him again. I give my strongest recommendation to any organization considering him for a role in their company.

**Ralph Lentz**
Chief Revenue Officer | Head of Sales, Customer Success | SaaS | Software | Building the Revenue Engine

I've had the pleasure of working closely with Christian over the last 2 years at Aurea. During his years at Aurea, he has built some of the most incredible Sales Playbooks and Processes that I've seen - very well documented and most importantly repeatable, scalable worldwide. He's an effective Sales Leader who earns the respect of his team, peers and other functional areas. He was very helpful to me personally when I joined the company - plus he's a great guy. I recommend Christian as a top Sales Executive and would welcome the opportunity to work with him again.

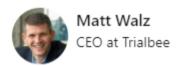**Mario Reismüller**
Managing Director at
Capture Europe

I had the pleasure of working with and for Christian over many years. He has had a major effect on my sales acumen and he was a leader who ensured a sales culture across regions. Christian has the ability to create a winning culture and he makes sure the teams are set up for success. He was a „hands on" leader and he allowed me the freedom to get my work done without micro-managing, but also provided guidance and input when needed. Working with and for Christian was also fun and I really enjoyed it!

**Ana Cordovil**
Director of Acquisition
Integration at Aurea
Software

The best way to describe Christian is as a force to be reckoned with - I was always thrilled to be on his team and truly hope I never have to be on the other side of the fence against him. He is a tenacious, inspiring and driven Sales leader who moves mountains by sheer force of will. Christian has a special talent for developing deep and long-lasting customer relationships, matched only by his ability to drive change across all areas of the business to deliver exceptional customer results. His team always delivered extraordinary results - often surprising even the most ambitious of our senior leaders with his out of the box approach to problem solving and finding opportunities in the least likely of places. It was a true pleasure to work alongside Christian for the last 4 years and I can only hope our paths cross again!

**Matt Walz**
CEO at Trialbee

Christian is a talented technology executive with the ability to predict customer needs and market shifts; and develop plans to capitalize on market trends, like SaaS/Cloud, with the right go-to-market strategy. He has a growth mindset and excellent organizational skills. Strengths include people management, building out a first class sales team, right-sized sales-ops strategies and tailored customer messaging. Strong internal champion for translating customer needs into product capabilities and product marketing themes. Christian's division was consistently a top performer in the company and delivered the bulk of the company's revenue and profits.