



MICHAEL BIST

**B2B Sales Expert | Former Head of Global Key Accounts and Sales
Excellence at Swiss multinational**

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SUMMARY

Sales Excellence | Global Key Account Management | Customer Information Driven Sales Processes | Gap Selling and Prospecting | CRM Roll-Out | Process Improvement & Change Management | C-Level Negotiations

Core soft skills: Building lasting trust and loyalty in customers and teams | Combining creativity and analytical thinking | Finding solutions to complex problems | Communicating openly and directly | Being crisis resistant

B2B Sales Expert - Freelancer | michaelbist.me | Budapest, Hungary | February 2022 till present

- Introducing gap selling and prospecting to SMEs and startups
- Identifying new target market segments and customer need based product offerings

START-UP MANAGEMENT

CEO & Founder | The Tailor Network GmbH | Budapest, Hungary | Feb 2018 till present

- Tailor made clothing business with revolutionary new production and sales process
- Built company without industry knowledge and connections | Raised 150k from angels and VC
- Built highly effective B2B prospecting funnel, allowing unknown startup to have events at sought after partners like BlackRock (HU), Morgan Stanley (HU), Falcon Private Bank (CH) amongst others
- Event pipeline included EY (CH), UBS (CH), KPMG (HU), when COVID-19 ended all in-house events
- Kept team together and motivated during several rounds of COVID related cuts till current liquidation

CEO & Co-Founder | artist-cosmos GmbH | Budapest, Hungary | Jun 2015 till present

- Online art market for unique and affordable art
- Created innovative new art sales experience and user interface | Acquired international artist base
- Automated processes to focus on The Tailor Network in 2018

CMO ad interim | GenioStudio Ltd. | Budapest, Hungary | Jan 2015 to May 2015

- Company under pressure from investor | Motivated and transformed into a project driven organization
- Reduced product development time to 40 days | Developed and implemented new marketing processes
- Left company to pursue own startup ideas

INTERNATIONAL SENIOR MANAGEMENT

Head Global Key Accounts and Sales Excellence | Franke Kitchen Systems AG, Kitchen division of Franke AG | Aarburg, Switzerland | Aug 2013 to Dec 2014

- Led introduction of new customer research and data-based sales processes to counter increasingly discount focused sales approach, leading to 1.5% margin improvement
- Managed introduction of new global CRM system and led re-design of local processes
- Transformed global KAM from a margin drain into a central negotiation power by canceling and re-negotiating key account agreements with global customers like Saint-Gobain and Leroy Merlin
- Closed IKEA as single largest customer with 10m EUR contract
- Left to pursue startup visions

Head of Internal Audit | Franke Management AG | Aarburg, Switzerland | Jul 2011 to Jul 2013

- Transformed internal audit function into an improvement | client-focused in-house consultancy, which was requested by division and local companies for support projects in addition to central audit plan
- Developed comprehensive data-based logistics process analysis, later taken over by global logistics team
- Managed ERP introduction projects as business lead for different divisions
- Turned team into a sought after in-house talent pool for operational units | Got promoted into division management team for largest division

TURNAROUND CONSULTING

Senior Internal Auditor | Franke Management AG | Aarburg, Switzerland | Nov 2009 to Jun 2011

- Introduced detailed pre-assignment data analysis for sales and logistics | Introduced sales process reviews
- Developed a sales and logistics improvement driven restructuring plan for a Spanish subsidiary

Senior Consultant | mbb consult GmbH | Düsseldorf, Germany | Nov 2007 to Oct 2009

- Co-developed two new consulting products (Sales restructuring | Net Working Capital management)
- Conducted projects focused on strategic re-positioning, sales development and working capital optimization
- Led successful company sale project | Led operations and synergy due diligence for an acquisition project
- Was proposed 2x as CRO but rejected by banks for being too young | Accepted offer to join Franke Internal Audit, after being headhunted, instead of promotion offer to Project Manager

START-UP BUSINESS DEVELOPMENT

Business Development Manager | HeadsUpDesign Inc. | Budapest, Hungary | Jul 2006 to Oct 2007

- Re-organized the company | Introduced new product development process | Changed sourcing strategy
- Adopted existing product to promotion gift market | Changed pricing structure from focus on margin to ROI and cycle time to better fit company's financial needs
- Rejected offer for 50% ownership due to limited growth plan | Left for consultancy career

Intern | HeadsUpDesign Inc. | Budapest, Hungary | Apr 2006 to Jun 2006

AUDITING AND TAX CONSULTING

Audit Assistant | Treuhandpartner GmbH | Krefeld, Germany | Sep 2002 to May 2004 (project based)

Audit Senior | MRI Moores Rowland | London, Great Britain | Mar 2002 to Aug 2002 (6 month contract)

- Youngest member of the audit staff at 24 years old | Audited companies first alone, later as lead of small teams | Rejected offer for permanent employment to pursue university studies

Apprentice Tax Consultant | Treuhandpartner GmbH | Krefeld, Germany | Aug 1999 to Jan 2002

EDUCATION

LEAN Green Belt | FLOW Academy (Franke Inhouse) | Aarburg, Switzerland | 2012

MBA | Central European University (CEU) | Budapest, Hungary | 1 year program 2004 to 2005

Diplom-Kaufmann | Technical University Bergakademie | Freiberg, Germany | Oct 2002 to Dec 2006

Apprentice Tax Consultant | Berufskolleg Kaufmannsschule | Krefeld, Germany | Aug 1999 to Jan 2002

PERSONAL

Family | Single | Divorced but highly engaged father of 6 year old daughter

Sports | Stand Up Paddling | Hiking | Biking | Swimming

Arts | Arts and antique collector

Fashion | Designer of my own elegant and streetwear clothes