



# Silke Weiss

Director TS Sales DACH+BLX & Global Systems

## PERSON

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Birth 23.09.1980 | Eichstätt  
Nationality German

## SKILLS

Languages German ●●●●●●●●  
English ●●●●●●●●  
Spanish ●●●●●○○○  
French ●●●●○○○○

Softwares MS Office ●●●●●●○○  
Adobe Indesign ●●●●○○○○  
Photoshop ●●●●○○○○  
CMS Systems ●●●●○○○○  
PIM System ●●●○○○○○  
CRM Systems ●●●●○○○○  
ERP Systems ●●○○○○○○

Structured and self-motivation ●●●●●●●●  
Intercultural affinity ●●●●●●●●  
Creative and open-minded ●●●●●●○○  
Communication & presentation ●●●●●●○○  
Hands-on mindset ●●●●●●●●

## HOBBYS



## 17 YEARS PROFESSIONAL EXPERIENCE

**Knauf Insulation GmbH**  
09/2020 Director TS Sales DACH+BLX & Global Systems since  
11/2019 Business Director TS Systems  
04/2018 Marketing Director Systems Divisions  
01/2013 Manager Marketing TS Europe

**REC Solar Germany GmbH, Munich**  
04/2008 Senior Marketing Manager Channel / DACH + Eastern Europe

**Bremicker Verkehrstechnik GmbH & Co. KG, Weilheim i. OB.**  
01/2005 Marketing & Export Manager

## EDUCATION

12/2004 - Master of Business Administration  
10/1999 (degree:1,7), University of Augsburg

10/2002 - ERASMUS scholarship of Business  
09/2001 Administration  
University of Valladolid, Spain

2000 Language course in Business French  
University of Rennes, France

## INTERNSHIPS

10/2003 - Total Quality Management  
10/2004 Fujitsu Siemens Computers GmbH, Augsburg

07-10/2003 Marketing / OSRAM GmbH, Munich

03-04/2002 Marketing / OSRAM GmbH, France

08/2002- Working student at University of  
01/2000 Augsburg

## DETAILED JOB DESCRIPTIONS

### KNAUF INSULATION GMBH

Knauf Insulation is one of the most respected names in insulation worldwide and offers a broad range of insulation solutions to meet the increasing demand for energy efficiency, fire resistance and acoustic performance in new and existing homes, non-residential buildings and industrial applications. Its 5,000 employees are active in more than 35 countries and more than 30 manufacturing sites worldwide for the production of glass mineral wool, rock mineral wool, wood wool, extruded polystyrene, expanded polystyrene and extruded polyethylene. Knauf Insulation is part of the German family-owned Knauf Group. Knauf Insulation Technical Solutions, delivers insulation products and solutions to the industrial, shipbuilding and heating, ventilation and air conditioning (HVAC) markets.

References: Markus Elspenger (Project Management Officer Central Europe) Tel.: +49 151 64943252

09/2021 -  
today

#### **Director TS Sales DACH+BLX & Global Systems**

##### *Additional tasks*

- Sales strategy to develop the countries in the area of responsibility
- Implementation of jointly developed regional goals and strategies
- Responsibility for sales, costs and budget KPIs
- Development of a sales network with both retailers and direct sales with planners, contractors and end users
- Project acquisition and tracking
- Development of a planner network
- Budget preparation including price increases and success control
- Creation of customer development plans at country level and organization of sales promotions
- Negotiation of annual contracts with the national sales managers

11/2019 -  
08/2021

#### **Business Director TS Systems**

- Developing the strategy for new and existing systems and solutions in different regions
- Benchmark on existing systems in the markets and legal requirements
- Conduct continuous market research to keep abreast of trends and competitor's marketing movements
- Prepare plan/ roadmap for development of future systems
- Actively cooperate with R&D team with regards to development of systems during product development till products are ready for launch and for technical support during life time of the product / system
- Evaluate potential suppliers of systems' components and coordinate activities with them
- Coordinate launch activities with R&D, Marketing, sales suppliers and operations
- Working closely with the company's Sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations

- Working closely with marketing department ensuring customers have proper documentation and materials available
- Continuous Product Portfolio Management for system components
- Manage input from the markets for product developments and needed certifications

#### **Marketing Director Systems Division**

04/2018  
10/2019

- Development and implementation of the Brand strategy for OEM, Technical Solutions and Green Solutions (Green roofing)
- Developing the marketing strategy for new and existing products and solutions
- Overseeing implementation of the Marketing strategy - including campaigns, events, digital marketing, and PR.
- Supervising the department and providing guidance and feedback to other marketing professionals in the SD Marketing team
- Conduct continuous market research to keep abreast of trends and competitor's marketing movements
- Control budgets and allocate resources amongst projects
- Completes marketing department operational requirements by scheduling and assigning employees; following up on work results
- Collaborate with the business team to uncover insights and strategies to develop and implement marketing and branding strategies for new and existing products, internally and externally
- Working closely with the company's Sales team; enabling them to meet their commercial objectives by providing them with appropriate tools, materials and presentations
- Continuous Product Portfolio Management
- Manage input from the markets for product developments and needed certifications
- Manage social media presence and direct programs to improve social media reputation and recognition.
- Developing and delivering marketing and communications strategies for the organization.

#### **Marketing Manager TS Europe**

*Additional tasks:*

05/ 2017  
03/2018

- Strategic target group analysis, positioning and definition of value propositions
- Sales budgeting and forecasting for 23 countries
- Definition of product segmentation strategy
- Project lead for Website relaunch incl. set-up of Product Information Management (PIM) platform and SEO-optimization in 15 countries
- Project lead for re-segmentation of complete product portfolio
- Set-up of online tool for heat loss and energy efficiency calculations
- Customer journey and Customer satisfaction analysis
- Customer Centricity project lead

### **Marketing Communications Manager TS Europe**

04 / 2017  
01/ 20013

- Planning, managing and controlling of marketing activities with European outreach for technical insulation market
- Marketing budget planning and responsibility for European markets (0,5 Mio. €), 1 employee
- Roll-out of Sales Force Excellence training for European sales team
- Event-management on international trade-fairs, webinars, seminars, sales conferences and local customer events
- Develop and organize European product launches including technical documentations, PoS, customer and sales trainings
- Public relationship and advertisement management
- Coordination of external agencies and free-lancers

### **REC SOLAR GERMANY GMBH**

REC is a leading vertically integrated player in the solar energy industry. Ranked among the world's largest producers of polysilicon and wafers for solar applications and a rapidly growing manufacturer of solar cells and modules, REC also engages in project development activities in selected PV segments. Founded in Norway in 1996, REC is an international solar company, employing more than 3,900 people worldwide with revenues close to NOK 14 billion in 2010.

References: Gonzalo de la Viña (former General Manager), +49 151 / 21219328

### **Senior Marketing Manager Channel / DACH & Eastern Europe**

12/ 2012 –  
07/ 2012

#### *Additional tasks:*

- Budget planning and responsibility for 1,5 Mio. €, 3 employees
- Enhancement and management of global loyalty programs for distributors and installers (B2B) incl. new services
- Development of webinars and online trainings
- Allocation of Market Development Funds
- Classification of customer groups

### **Marketing Manager DACH & Eastern Europe**

05/ 2012 -  
05/ 2009

- Responsibility for marketing plan and roadmap in B2B
- Budget planning and responsibility for 1 Mio. €, 1 employee
- Internal and external PR and communication incl. corporate message house
- Establish and host Partner loyalty program
- Sales incentives and lead generation driven campaigns
- Implementation of seminar program and international trainings
- Organization of national and international exhibitions, sponsorships, conferences and events, incl. keynotes
- Recruitment of new employees

- 08/ 2009-  
04/ 2008
- Sales & Marketing Coordinator**
- Set-up of German Sales & Marketing office
  - Planning, application and controlling of marketing activities
  - Collaboration with partners on events, print materials and web
  - Organization of partner events and trainings
  - Public relationship and press

**BREMICKER VERKEHRSTECHNIK GMBH & CO. KG, WEILHEIM, GERMANY**

Bremicker Verkehrstechnik belongs to the leading manufacturers in the field of traffic engineering in the German market. The product-range covers standard products through to complex global solutions under one single roof. This includes small contracts in the same way as demanding major projects - in both the static and the dynamic traffic signs sector.

- 03/ 2008 -  
01/ 2006
- Export Manager / Marketing Manager**
- Additional tasks:*
- Acquisition of partners in Czech Republic, Netherlands, Spain and Portugal
- 03/ 2008 -  
01/ 2005
- Marketing Manager**
- Planning, application and controlling of marketing activities
  - Organization of international exhibitions and product launches
  - Design and management of printed materials and web.
  - Budget responsibility
  - Introduction Customer Relationship Management
  - Project management
  - Mentoring of apprentices

Biberbach, 1st of April 2021



Silke Weiss