

Head of Sales: Sales & Marketing for the sale of a start-up and integration into a large corporation

Goal: Development of sales and marketing structures of the start-up to prepare for the exit, post-merger integration of the start-up, harmonization with the existing portfolio of the group

Company size: start-up / big corporation

Indication/Topic: stroke, telemedicine

Portfolio: disposables

Customers: B2B, neuroradiology, hospitals

Achievements:

Start-up:

- Market share from 5% to 10 %
- Revenue FY 17: +75 % vs. previous year (+16 % vs plan)

Corporation:

- Revenue FY 18: +35 % vs. previous year
- Revenue FY 19: +50 % vs. previous year (AIS)

