

# Radovan Dršata

PhD, MBA

cell: +43 660 78 27 27 4

e-mail: [consult@drsata.eu](mailto:consult@drsata.eu)

web: [www.drsata.eu](http://www.drsata.eu)

LI: [linkedin.com/in/radovandrsata](https://www.linkedin.com/in/radovandrsata)

Vienna, Austria

## Resume, Skills & Assignments



### In a nutshell

- Passionate Consultant, Interim Manager & Biz Developer with happy customers
- 25+ years success record in sales, people management
- Extensive knowledge of the EMEA IT market
- Fluent in 5 languages: Czech, English, German, Russian, French
- Passionate negotiator, speaker, published author, avid video creator
- Demonstrated flexibility, adaptability & challenge taking

### Professional Successes

- Established its own customer base as a consultant, Biz Developer
- Repeatedly overachieved personal & team sales targets by 10% - 20%
- Directed EMEA / CEE channel business for IBM and HP
- Managed 100 employees and reorganized sales teams
- Introduced and executed new route-to-markets for channel partners in EMEA
- Multiple “best speaker” awards

---

### Job History

Since June 2020

#### **Interim Manager, Biz Developer & Consultant – (details see last page)**

- Over 30 clients, from startups to large corporations, profited from me as:
  - *Interim Manager* (people & project management)
  - *Revenue Growth Consultant & Coach* (growth, change management, sales)
  - *IT Business Developer* (entering new & foreign markets)
- Created & posted 150+ LinkedIn videos on management and sales

Apr 2019 – Jun 2020

#### **A1 Digital / Exoscale**

- Built-up and led an international team of cloud architect across DACH region
- Generated pipeline and negotiated deal closings
- Presented at conferences (Best Speaker Award), published articles on cloud

Oct 2018 – Mar 2019

#### **Byrd technologies – Business evangelist**

- Coached the team to improve internal processes and increase sales. Within weeks, I managed to double the speed of signing new contracts.

Oct 2017 - Sept 2018

#### **GoodData - Director Sales EMEA**

- Assumed responsibility for the whole European revenue
- Defined the best Route-to-Market for GoodData in EMEA

Jun 2012 - Sept 2017

#### **Hewlett Packard Software / Microfocus**

Executed several people management and business development positions

#### **2015 – 2017 Director Strategic Partners EMEA**

- Overachieved sales target of \$15M by 20%
- Headed SW Channel business expansion into GER, UK, F, CH & CEE with \$25M revenue responsibility

### 2013-2014 **Alliance & Channel Manager CEE**

- Delivered \$30m revenue and thus overachieved by 10%
- Introduced new compensation schemes for channel partners
- Presented as a key-note speaker on several channel events
- Cultivated Deloitte and Accenture alliances in CEE

### 2012-2013 **Alliance & Channel Manager CEE**

- Outperformed by achieving \$10M through rebuilding sales teams in CZ, SK, HU
- Published several articles on Big Data, Security and Software buying decision

Aug 2003 - May 2012

### **IBM**

Executed following CEE positions in the IBM-typical 2-3 years job rotation: Competitive Software Leader (2012), Software Group country manager (2009), Business Development Executive for Strategic outsourcing (2007), Leader Lotus Software Leader (2005), Leader Rational software (2003) where:

- Managed 100 employees (sales, pre-sales, technical, projects, operations)
- Managed Lotus Partners across the whole CEE with a 10% revenue growth
- Identified and appointed new channel partners in Russia
- Achieved all high revenue of \$25M for IBM software group Czech Republic
- Identified \$10M outsourcing opportunities in multiple CEE countries
- Generated \$2M additional revenue through meticulous compliance execution
- Directed introduction of a new brand in Turkey, Poland, Russia and Czech

2002 – 2003

### **Country manager Rational Software Austria** (IBM acquired Rational 2003)

- Achieved 14% growth, led a team of 15 employees, full P/L responsibility

1996 – 2002

### **Atos Origin, Austria - account manager**

- repeatedly achieved targets of \$1.5M, designed & managed outsourcing contracts, directed company expansion to the Czech Rep.

1991 – 1995

### **Sapiens / SmartStar, Austria** - senior consultant in EMEA

1990 – 1991

### **UCTC, Czech Republic** - technical advisor to Czech-French IT project

1988 – 1990

### **Alwil, Czech Republic** - database programmer

1986 - 1988

### **Technical University Prague, Czech Republic** – researcher

---

## **Education**

1998 - 2000

**PhD** – University of Business and Economics, Vienna.

1996 - 1998

**Executive MBA**, California State University Hayward – Imadec Vienna

1981 - 1986

**Technical University Prague**, majored in Technical Cybernetics

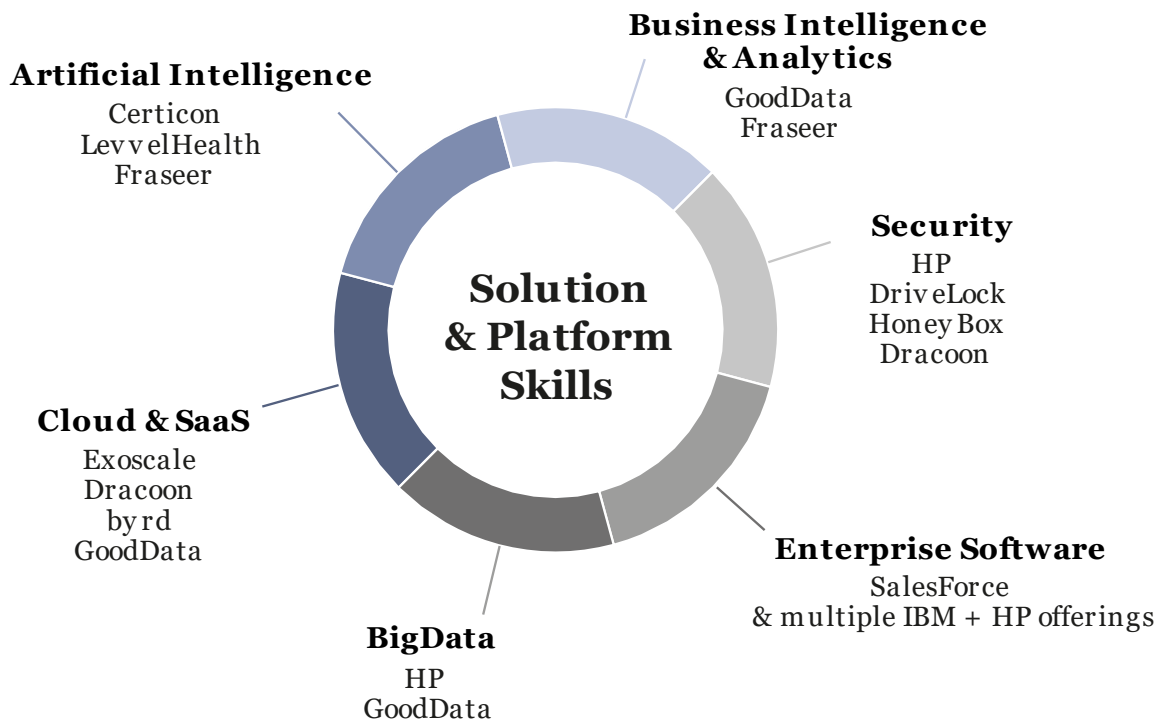
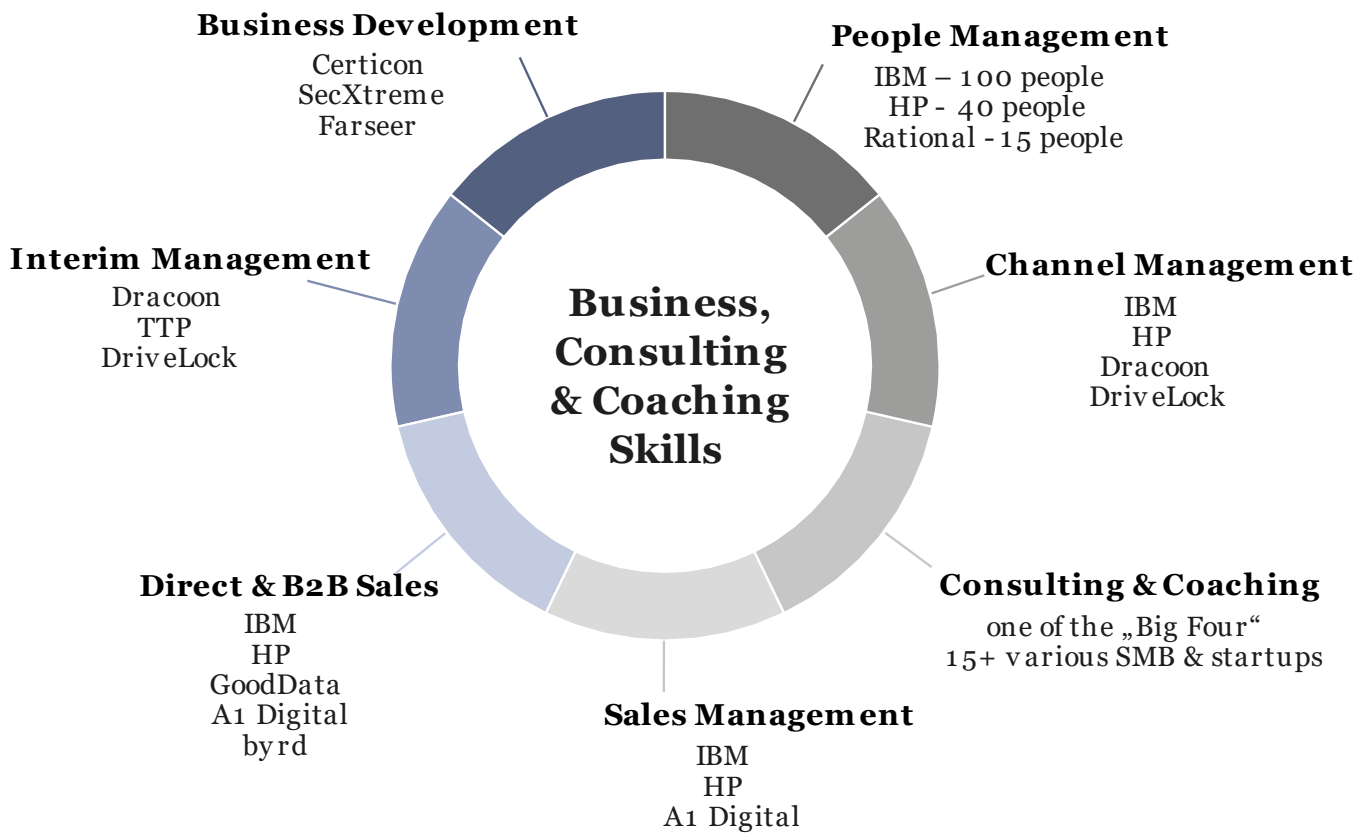
## **Languages**

Czech (native), German & English - fluent, French, Russian – presentation level

## **Personal**

native Czech living in Vienna since 1991, married, two adult daughters, book author

# Gathered Skills and Experience



## Some of my assignments since 2021

### Interim Management

- Channel Sales for a German Security SW Vendor
- Channel Sales for a German SaaS provider of Secure File Transfer
- Direct Sales for an Austrian Recruiting and Outsourcing Agency

### Consulting / Coaching / Training

- Consultant – Sales growth for an Austrian AI vendor of energy optimization solution
- Consultant – Customer Success for a German security software vendor
- Consultant – EU expansion for an Czech AI vendor
- Consultant – IT strategy for a major Austrian
- Consultant – Sales + Presentation for 8 Austrian Startups
- Consultant – incentive plans for AT-DE SaaS provider of insurance solutions
  
- Coach – Sales growth for a Czech architect office
- Coach – for a becoming partner of one of the “Big Four” accounting firms
- Coach – for a German sales team of an US security software vendor
- Coach – for a Sales Manager with a leading Czech IT services provider
  
- Sales Trainer – Czech IT services provider
- Sales Trainer – a German SaaS provider of HR Solutions
- Sales Trainer – the EEA Sales Team of an US pharma vendor

### Business Development

- DACH + CEE – German Security Software vendor
- DACH + CEE – Croatian AI vendor of financial planning & analysis
- DACH + CEE – Danish AI vendor of health care solution
- Europewide for – Czech AI vendor of video analytical solution