



Zak Friedrich Wesche

"PEOPLE DON'T BUY WHAT YOU DO,
THEY BUY WHY YOU DO IT. "

SIMON SINEK

Get in touch!

Mobile:

+41 76 297 4186

Email:

zak@wesche45.com

Website:

www.wesche45.com

Address:

Lindengasse 1, 6314 Unterägeri (CH)

Born:

4.3.1973 in Washington, DC (USA)

Professional Goal

The pursuit of innovation is what drives me. Finding new ways to satisfy the needs of customers today, without adversely affecting conditions of tomorrow.

Profile

- 20+ years of leadership in global marketing
- Track-record developing impactful business strategies
- Market research-driven: Turning data into action plans
- Experienced in launch planning & execution on a global level
- Strong understanding of working with international distributors & marketing teams
- Project management skills
- Convincing communication skills, both written and spoken
- Native English & German speaker

Work Experience

Partner, Head of Global Sales & Marketing

Design for Mobility Ltd., Tel Aviv (ISR), Frankfurt (D), Ägeri (CH)
DECEMBER 2016 - DECEMBER 2020

D-ISR Start-up, manufacturer & distributor of bike innovation TReGo

- Defining & implementing global brand- & distribution strategy
- Driving global sales, retail presence, product awareness

Success:

- Acquired global cycling brand to license & distribute TReGo (2020)
- Winner of ProSieben's "Das Ding des Jahres" Episode 3 (2019)
- Led successful KICKSTARTER Campaign (2017)

Founder, Brand Activation Consultant

W45, Ägeri (CH)

SEPTEMBER 2016 - PRESENT

Marketing agency providing strategic consulting for start-ups

- Brand consultant focused on global product launch plans
- Coaching start-ups, writing business plans, conducting market research, copy writing, directing pilot run activities, etc.

Sabbatical

Ägeri (CH)

SEPTEMBER 2014 - AUGUST 2016

Family Manager with household of 5: working wife & 3 children

International Retail Marketing Manager

Polar Electro OY, Steinhausen (CH) & Oulu (FIN)

JUNE 2008 - AUGUST 2014

Finnish Company, manufacturer & distributor of training computers

- Defined global retail strategies & growth vision
- Built & led a team of retail specialists, ensured effective roll-out:
 - Hired, trained, guided, led personal development
- Conducted extensive Market Research (KPI's based on Nielsen):
 - Analyzed retail-shopper-data & customer-development
- Controlled global retail marketing & event budgets:
 - Allocation & forecasting

Success:

- Up to 30% increase in sales with channel-specific tools
- Improved trade commitment with customized solutions
- Established Shop-in-Shop concept across subsidiary markets
- Increased customer interaction with interactive presentation tools

Languages

English & German

Native speaker: US American mother, German father

Arabic

Basic speaking knowledge

Education

Bachelor of Art and Science

The American University

Major: International Business

August 1993 - May 1997

- Minor: Theater
- 4 year member of Division 1 Tennis team, Captain & MVP

Abitur/German Baccalauréat

Städt. Meerbusch Gymnasium

August 1984 - May 1993

Computer

PC & Apple User:

- Microsoft Office: Word, Excel, PowerPoint
 - WordPress projects: wesche45.com, gruenerrebell.de
 - Digital Marketing: fb, Instagram, Twitter, MailChimp
-

Personal

Sports:

- Tennis, Yoga, Football, Running

Privat:

- Family, Sustainability, Innovation

Voluntary Work:

- Youth Football Coach FC Ägeri
- "Ägerer helfen Ägerer"

International Marketing Manager

Vökl Tennis GmbH & Boris Becker GmbH, Baar (CH)

NOVEMBER 2004 - MARCH 2008

German/Swiss Company, manufacturer/distributor of tennis equipment

- Directed global marketing for Vökl Tennis & Boris Becker Tennis
- Created global introduction campaigns with Boris Becker
- Led external design & advertizing agencies
- Managed 3 Global Sales Managers & 2 Product Managers
- Controlled global marketing budget: allocation & forecasting
- Pro Player Management: sponsorship negotiations with agencies

Success:

- Established VT as the 5th largest tennis brand
- Created 10 product campaigns & produced 35 image videos
- Implemented activities with global distribution partners
- Led CI & logo redesign for Boris Becker Tennis & Vökl Tennis

International Product Manager Tennis

Vökl Sports KoKG, Straubing (D)

MAY 2001 - OKTOBER 2004

German Company, manufacturer/distributor of ski & tennis equipment

- Complete tennis portfolio responsibility:
 - Racquets, apparel, bags, strings, accessories, etc.
- Managed product development process from conception through design, prototyping, mass production, global launch & after-sales

Success:

- Awards: "ISPO Product of the year 2004"; several Tennis Magazine "Test Winner", Red Dot Design 2002
- Teamed with R&D, designed new patented tennis innovations: Catapult, Sensor Handle System, V-Engine

Marketing Manager

SPORTWELT Beteiligungs-GmbH, Düsseldorf (D)

MAY 2000 - APRIL 2001

German Football Marketing Agency

- Marketing Consultant for Football Clubs: Union Berlin & VfB Leipzig
- Created concepts for new club member & sponsor acquisition

Regional Sales Manager Tennis

Volkl Sport America, W.Lebanon, NH & Chicago, IL (USA)

JUNE 1997 - AUGUST 1999

US Distributor of Vökl Ski & Tennis products

- Sales representative for Mid West Territory (15 States)
- Provided sales assistance, clinics, & promotions for 77 accounts
- Increased sales & dealer base (from 17 to 77 accounts)