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Top Skills

Business Development
Outsourcing
Cloud Computing

Languages

English (Full Professional)
French (Limited Working)
German (Native or Bilingual)

Certifications

Professional Scrum Master I
Data AI Scientist: ChatGPT-
Midjourney- Complete Guide
NLP Practioner
Dipl.- Ing. Kommunikations Technik
VoIP Business Executive

Willi Boogen

Digital Business Cases and a life span for it - freue mich auf alle digitalen Überzeugungstäter.

Germany

Summary

I am thrilled to be presenting my background to you. I am Willi Boogen, and I am responsible for managing businesses across Germany, DACH, and EMEA. With over 25 years of experience in Business Development, Global Key Account Management, Director Sales and Marketing as well as CSO for new business structures, I bring a wealth of knowledge and expertise to the table. My professional journey began as a sales representative for PABX and communication systems at Philips AG, and I hold a degree in Communications Engineering.

Throughout my career in the Hardware, Software, and Services business, I have honed my skills as both a sales farmer and hunter, working with clients from diverse backgrounds and industries. My experience includes working for large companies such as Philips NEC, ARAG, CGI, and Alcatel-Lucent. I am highly skilled in engaging with large IT/Application businesses and defining IT Transformation Strategies and Roadmaps to achieve capital and operational efficiencies.

My approach to business is highly customer-oriented and results-driven, with a strong emphasis on initiative, team orientation, and strategic entrepreneurial thinking. I am confident that my combination of technical expertise and hands-on experience makes me a valuable asset to any organization.

Experience

Struggle GbR

CEO and Sales Business Missionary

2007 - Present (16 years)

Cologne, Frankfurt, Munich

As CEO, founder, business strategist at Struggle Inc., I bring extensive expertise in Artificial Intelligence, solution sales and NLP sales. My focus is on delivering a cost-effective, programmable solution to drive additional revenue and success. With a unique out-tasking approach and AI cloud-based sales

services, I am leading the charge in bringing innovation to the sales world. My offerings range from Key Account Management to Sales Management Level, making me, our company a trailblazer in this field.

Gruppo Euris Spa

Head Client Relationship Manager DACH

2021 - February 2023 (2 years)

Cologne, Frankfurt, Munich

Willi is the DACH GM, Head of Client Relations for Euris. He is part of a consulting company - focuses on shaping the future while enhancing current realities. Willi is dedicated to utilizing technology to drive sales change, and his innovative approach to business strategy sets him apart. He combines experience with evolution and flexibility, creating a unique and impactful approach to digital business, sales. Willi is a true visionary, pushing boundaries and challenging the ordinary to make a difference.

CGI

Vice President Consulting Services

2017 - 2021 (4 years)

München, Frankfurt und Umgebung, Deutschland

As VP of Consulting Services at CGI.de, Willi has established himself as a dynamic leader in the technology and business services industry. With a combination of broad skills, unwavering commitment, and professional acumen, he has driven his team to great success. Possessing an entrepreneurial spirit since the start of his career, Willi's innovative approach and clear objectives make him a game-changer in the business world. He is a visionary leader, driving positive change - always striving for excellence.

Axway

Executive OI&API Management Overlay

2015 - 2017 (2 years)

Frankfurt, Cologne

Governing the flow of data to enable digital business. Enabling the digital business by connecting people, processes and things while governing data flows throughout any ecosystem. Build great mobile experiences faster Native apps. Mobile API Management. Real-time Operational Intelligence Management analytics.

VoxGen is Now Waterfield

Director of Sales And Business Development

2010 - 2015 (5 years)

London, Berlin

Management and Sales Development in all DACH industries focused on Information technology and Information services for User-Centric Design, Security, API Economy, XaaS, SaaS, DaaS, Mehrwertdienste, Mobile Fix Business Models, Sprach-Applikationen, Voiceportale, IVR, CTI, VoIP and Cloud Service in an outsourcing, off shoring, managed services and out tasking BPO Scenario.

Versant, Ingres - Actian Corp.

Global Key Account Manager

2005 - 2010 (5 years)

San Francisco Bay Area, Hamburg, Cologne

I was responsible for worldwide operating communication companies. And I'm an expert, with many years of experience in sales and business development.

Key Account Manager

Key Account Manager

2002 - 2005 (3 years)

Düsseldorf

Meine Aufgabe war das Beratungs- und Projektgeschäft im Change Management für Business Process Outsourcing, BP Outtasking und BP Offshoring aufzubauen.

Alcatel-Lucent

Key Account Manager

1998 - 2002 (4 years)

Stuttgart, Düsseldorf

I worked in a leading sales position in Stuttgart, where I gained in-depth mobile and fixed network experience as a Key Account Manager for Alcatel. At this stage of my career I was responsible for one of the big offers made of 250 Mio-Euro for a turn key project.

Controlware GmbH

Account Manager

1995 - 1998 (3 years)

Frankfurt, Düsseldorf

NEC Europe

Account Manager

1992 - 1995 (3 years)

Eindhoven, Nürnberg, Cologne

An international relation business development role. Where I was able to use my passion for technology and social sciences. I was able to use my excellent understanding of sales to win new customers. That gave me an opportunity where I won and close multi Mio-Euro contracts.

Education

Struggle GbR

NLP-Coach, DVNLP, Neurology Residency Program · (1991 - 2030)

Hochschule Düsseldorf

Dipl.-Ing. Communication, Communications Engineering, Electronic and Communications Technology / Technician

Frits Philips jr & Partners B.V.

Bachelor Associate of Applied Science, Business, Management, Marketing, and Related Support Services · (1992 - 1993)

Professional Golfers Career College

playing PGA caddy, Organizational Leadership · (2014 - 2019)