



Mag. Thomas Hoffmann

Peter-Jordan-Straße 126

1180 Vienna
Austria

++43 699 131 131 45 (Mobile)

++43 1 990 98 44 (Home)

thomas.hoffmann@chello.at (private)

Thomas Hoffmann

Personal Information

Resides: Vienna, Austria
Date of Birth: September 11, 1965
Status: Married; 3 children
Nationality: Austrian
Languages: German, English, basic Russian
Contact: thomas.hoffmann@chello.at

Current Position

Current Job Title: Sales Executive IBM-Security Services

Candidate Summary

20 year sales and management career in IT-, IT-security and Internet industry. Establishing and successfully managing global and regional partner networks in the IT industry. Achieving and maintaining excellent contacts to major account decision makers in DACH, Eastern and South-Eastern European regions. Broad knowledge in leading companies and motivating teams to over exceed targets and increase revenues.

In-depth knowledge in setting up companies, formulating go-to-market strategies supporting companies strategic models.

Self motivated and disciplined personality, team-oriented with clear focus on customer satisfaction.

Thomas Hoffmann

Education Qualifications

- Feb 94 – Jun 94 Concordia University; Montreal
Exchange Program for Research in International Economics
(Part of PhD study)
- Oct 85 - Dec 90 University of Economics&Business Administration Vienna
Focus: International Trade and International Marketing
Holding a Masters Degree in Economics and International Business (Magister)
- Sep 75 - Jun 84 Stiftsgymnasium Admont
Matura June 1984
- Sep 71 – Jul 75 Volksschule Admont

Career Details

- Mar 2007 – today** **IBM Austria**
Sales Executive Austria for IBM - Security Services
- Integration of ISS (Internet Security Systems) into IBM Austria and IBM CEMAAS;
Developing partner channels in cooperation with IBM's Business Partner
Organisation;
Business development for ISS into established IBM customer base
Introduction of Managed Security Services into the Austrian market
Successfully managing and driving sales for Threat Mitigation-, Intrusion
Prevention-and Network Scanning Products.
Furthermore full responsibility for Professional Security Services portfolio:
PCI Assessments, Penetration Testing, Application Scanning, Enterprise
Information Protection.
Focus on all Verticals: Finance, Governmental, Healthcare and Industry
Team Leader for Security Products and Services in IBM's Services division.
Sales Leader Austria for **ServiceProductLine 6: Security Products&Services**

Thomas Hoffmann

Aug 00 – Jul 2006

SURFCONTROL Plc

Managing Director DACH and CEE; Adviser to the UK Board

Building up the entire Sales Distribution Channel in the DACH, Central and Eastern Europe regions for Secure Content Management (Software&Appliances) products. Effectively managed relationships with large accounts (direct touch). Managing, growing and controlling the territory revenue streams. Successfully introducing Surfcontrol products and its brand in 20 (17 CE/ 3 DACH) different countries.
Managed team size: between 65 and 120 (Sales/Presales/Marketing/TechSupport)

Main Focus:

A: Partner business

Evaluating channel partners (2 tier model)
Signing up new partner (Partner Agreements)
Coaching and train partner
Support during certification process
Planning and executing marketing actions
Building up revenue streams deriving from channel
Budget (Marketing) and Target (Revenue) control

B: Direct touch

Identification of Vertical Markets
Identification of Opinion leaders (Major accounts) in the countries
Lead and Pipeline tracking-Handover to partners
Direct contracting business for Major Corporations (direct touch-Fortune 500)
Tracking and Coordinating Project oriented business (Tenders)

Feb 95 – Jul 2000

CSM Security Management AG

Vorstand

Co-Owner; Managing Director&Sales Director

CSM developed successfully the fastest available Proxy Server, Web-, Email and News Filter solutions in the 90`s. OEM partner of Trend Micro and NAI. Products were sold via a global partner network to over 12,000 enterprises.
CSM AG was successfully sold to **Surfcontrol plc** in August 2000.
CSM maintained subsidiaries in Germany, The Netherlands and United States (CSM-USA) managing a Business Partner Network in more than 40 countries.

Number of employees: 120 (Austria/Germany/Netherlands/USA)

Thomas Hoffmann

Jul 91 - Jan 95

**Computer Software Trading Ges.m.b.H.
Marketing-Sales Manager**

Managing distribution for Hummingbird, Attachmate, Wollongong, Arcada Backup software (now Veritas).

Reselling: SUN; Oracle DB; Informix

Build up Channel in Austria; Cooperation with large System Integrators (Digital, IBM, ACP and Siemens)

Turnover responsibility: 1, 9 Mio €

Company was acquired by ACP in December 1994.

Additional experience

Jan 92 - Jan 98

Partner Eunet Austria Ges.m.b.H. and Eunet International BV

1992 co-founder of Eunet Internet Provider.

Leading ISP in the early 90`s specialized in providing highly qualified access to Business customers in Europe.

Stake sold 1998 to QWEST corporation (USA).

Jun 00 - today

Director (Vorstand) of MKO Private Foundation (Privatstiftung)

Aug 2006- today

Cyan Networks Security GmbH

Consultant Strategic Development and Global sales

Venture capitalized Austrian Soft-&Hardware Security Company.

Structuring organisation and financing of start up.

Nov 2010- today

Base-Camp IT Security GmbH

Consultant Sales Development