Jean Materne Aboude Jr.

DIPL.-ING. ELECTRICAL ENGINEERING, MBA

Head of Sales | B2B Growth | Technical Sales

International Sales & Strategy | Sales Excellence | Digitalisation



CONTACT

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NATIONALITY
German

CORE COMPETENCIES

- Sales Leadership & Strategy
- Business Development
- Key Account Management
- Revenue and P&L Responsibility
- KPI Management & Forecasting
- Leadership & Coaching
- Partner Development
- Contract Negotiations
- Building Sales Structures
- Sales Playbooks & SOPs
- CRM, AI & Sales Automation

EDUCATION

MBA – International Sales & Strategy
FOM University of Applied Sciences, Munich · 2019

Dipl.-Ing. Electrical Engineering – Power Engineering
University of Kassel · 2007

PROFILE

International sales leader with more than 17 years of experience in industry, energy and medical technology. Focus on sales strategy, revenue development, leadership and opening up complex B2B markets. Combines technical know-how and management expertise with hands-on experience in building complete sales structures. At Zender Spaces, extended by the design and implementation of standardised sales processes, sales guidelines and SOPs, as well as CRM-based, AI-supported and automated workflows. Translates strategic goals into concrete processes, tools and instruments for sales management.

PROFESSIONAL EXPERIENCE

01/2026 – PRESENT

Project & Sales Director

Zender Spaces GmbH, Stuttgart Region

- Development of the B2B sales strategy for robot-assisted wall design: segmentation, positioning, market prioritisation, pipeline development and new customer acquisition.
- Establishment of end-to-end sales processes from prospecting to project handover; creation of sales guidelines, playbooks, SOPs, templates and checklists.
- Design of HubSpot processes for pipeline, data quality, follow-ups and reporting; step-by-step sales automation with Make and Brevo, and development of AI-supported tools and KPI cockpits.
- End-to-end project management from feasibility analysis to implementation; advising decision-makers on value and ROI, contract negotiations, budget, revenue and margin management, as well as leadership and staff responsibility.

10/2024 – PRESENT

Co-Founder | Operations, Sales & Processes

ABOVE Ecosystem, Stuttgart Region

- Responsible for operational implementation, sales and process development.

10/2023 – 09/2024

Strategic Reorientation & Professional Development – Digital Sales and AI

Digethic GmbH

- Targeted professional development in digital transformation, AI and data-driven sales; focus on digital sales models and scalable business processes.

CERTIFICATIONS

Certified Digital Transformation Manager
Digethic Munich · 2025

Certified AI Manager
Digethic Munich · 2025

Certified Agile Project Manager & Scrum Master
Digethic Munich · 2024

Siemens Sales Leadership Program
2012

Kärcher Global Management Program
2018

IT & METHODS

CRM
HubSpot, Salesforce, SAP, Microsoft Dynamics

SALES DIGITALISATION
LinkedIn Sales Navigator, Make, Brevo, Google Workspace

ANALYTICS
Power BI, Tableau, SQL, Python

AI, Machine Learning, Cloud and Automation

PROJECTS
Jira, MS Project, Trello

SALES ORGANISATION
Sales playbooks, SOPs, process mapping, template development, and pipeline and KPI cockpits

LANGUAGES

German	fluent
English	fluent
French	fluent

PERSONAL STRENGTHS

- Negotiation skills
- Customer orientation
- Intercultural competence
- Team leadership
- Initiative, flexibility and high willingness to travel internationally

PROFESSIONAL EXPERIENCE

08/2020 – 09/2023

Regional Sales Manager

KLS Martin Group, Tuttlingen

- Overall responsibility for the regional P&L and sales; revenue responsibility of €5.5 million, including strategy, forecasting and reporting.
- Development and implementation of regional market and customer strategies; revenue growth of 30%.
- Strategic expansion of customer loyalty: prioritisation of key accounts, long-term development of existing customers and targeted entry into new market segments.
- Leadership, coaching and development of a sales team of five employees; management through clear goals and KPIs.
- Establishment and further development of regional partner networks.

12/2016 – 07/2020

International Sales Manager / Trainer

Kärcher, Winnenden

- International sales responsibility for industrial systems with €2.5 million in revenue; development of global markets.
- Key account management for international key customers; negotiation of customer and partner agreements.
- Selection, management and support of international sales partners; partner development through joint market cultivation and target agreements.
- Design and implementation of a Sales Excellence programme; international training for sales teams and customers. Revenue growth of 50%.

01/2011 – 02/2016

Regional Sales Director | Head of Sales Energy & Infrastructure

Siemens AG, Nuremberg & Nigeria

- Sales of energy and automation solutions in Africa with €10 million in revenue; development of the regional sales strategy.
- Establishment and launch of the regional sales organisation: structures, processes and systems for a fully functioning department.
- Management of strategic major customers through regular on-site customer visits; leadership of international projects.
- Leadership of a major SCADA project with a volume of €15 million.
- Establishment and management of the Siemens Power Academy Africa in Nigeria.

01/2008 – 12/2010

Technical Project Manager & Trainer

Schneider Electric, Ratingen

- Planning and management of energy projects; customer consulting and technical training.
- Project management for the implementation of Ring Main Units in Dubai (€2.5 million).