



Offer as Interims Manager

With over 25 years of expertise in the areas of leadership, sales, marketing and product management, I support your company in the analysis, optimisation and implementation in the areas of organisation, brand management and products, among others.

Consultancy: 360° Sales, Marketing and Product Management

With me, you gain an interim manager and engineer who understands, summarises and gets to the heart of complex interrelationships. Together we will look at the expectations and wishes of your customers and optimise processes, structures, turnover, costs and therefore profits.

Project Management

Benefit from my strategic, analytical and creative, solution-orientated approach. Get to know me as a team player who remains flexible and pragmatic even in difficult situations and who always keeps the common goal in mind during realisation.

Bridging Vacancies

As a manager, I take responsibility and provide guidance. When dealing with your customers and as a co-operative and coaching people manager, I am empathetic and appreciative.

Thanks to my excellent communication and presentation skills as well as my authentic and engaging demeanour, I am confident, assertive and solution-oriented in negotiations, even at C-level.

Professional experience

Many years of international experience in strategic and operative product management, product marketing as well as sales of complex, technical components in the "B2B" market in management positions up to the board level

Availability

Home town	Düsseldorf, Germany
Remote	Fully equipped home office with HD video conferencing system
On-Site	Can be deployed nationwide
Travels	Worldwide travelling is welcome

Projects
Company
development and
structuring

Structuring a start-up as interim COO

2025 (currently ongoing), interim mandate

SAXOGY GmbH, Chemnitz

- Development and manufacture of specialised mechatronic measuring equipment for power semiconductors and power semiconductor applications
- Markets: Manufacturers and users of power semiconductors (e.g. e-mobility, renewable energies, energy storage)
- Turnover: approx. €5 million; employees: 40

Situation

- Based on a well-established engineering firm, a start-up was founded in 2018, which has grown to over 40 employees within 7 years. With this growth, processes, structures and their digitalisation have now become necessary.

Objective

- Analysis of current structures in the project process, from initial contact with a customer to development, material ordering and scheduling, production, testing and delivery.
- Derivation of concrete implementation guidelines for financial accounting, materials management and operational control.
- Filling a vacancy: coordination and management of day-to-day business (development, production, etc.), as the previous COO had left the company at short notice.

Result

- Based on experience in day-to-day business and a S.W.O.T. analysis, the agreed guidelines for defining processes and their subsequent digitalisation were drawn up and discussed in detail.
- In addition, based on my experience in B2B sales and marketing, I significantly advanced brand positioning and implementation in marketing and employer branding.

Restructuring of a sailing yacht shipyard (insolvency in self-administration)

2025 (6 months, part-time), interim mandate

A-More Yachts Ltd, Zagreb (Croatia)

- Shipyard for customised luxury sailing yachts
- Markets: Individual buyers in the luxury segment
- Revenue: 5 Mio €; employees: 50 worldwide

Situation

- Due to mismanagement, the shipyard had fallen into insolvency under its own administration. Customers were upset and refused to make further payments.
- A group of investors planned to enter into an asset deal.

Objective

- Moderation between customers and management
- Advising the investor group during the negotiations of the restructuring plan with the current management
- Analysing the market and market environment for a relaunch

Result

- Agreement between the customers and the management so that the boats that had been started could be completed in close consultation with the customers.
- Development of a marketing plan and a complete rebranding for the relaunch following a possible takeover by a group of investors
- Development of an initial operations plan as a basis for optimising the processes at the shipyard, from initial customer contact to production and invoicing

S.W.O.T. analysis and derivation of concrete optimizations

2023, permanent employment

Exyte Technology GmbH, Stuttgart (Renningen), Germany

- Precision climate chambers, ceiling and filter systems for clean rooms
- Markets: Semiconductor Manufacturing and "Bio and Life Science"
- Revenue: 190 Mio €; Employees: 800 worldwide

Situation

- Exyte Technology is an established and successful company. That is precisely why it made sense to question the status quo.

Objective

- When I joined the company as Managing Director of Sales, I was asked to take a fresh and unbiased look at the company.
- Analysis of internal processes with regard to customer orientation, employee satisfaction and employer branding

Result

- Expansion of development goals towards sustainability and ease of assembly
- relief of middle management from day-to-day operations in favour of long-term strategic tasks
- creation of a management dashboard to visualize daily incoming orders, sales, book-to-bill, ... etc. figures

Projects

Sales development and structuring

Business Development: Test equipment for static and dynamic qualification of power semiconductor devices

2024 (4 months), interim mandate

Keysight Technology, Stuttgart (Böblingen) (Headquarters: Santa Rosa, USA)

- Global leader in electronic test equipment and simulation software
- Markets: semiconductor industry, electromobility, battery production, etc.
- Revenue: US\$ 5,5 bn; Employees: 15.000 worldwide (900 in Germany)

Situation

- A measuring device specialising in power semiconductors fell far short of expected sales and revenue figures.

Objective

- As-is analysis, target/actual comparison, documentation of results
- Market analysis, identification of trends and risks
- Deduction of strategic impulses for the further development of the product
- Consulting the sales managers in direct customer contact

Result

- Detailed S.W.O.T. analysis with concrete proposals for improving product awareness internally with the sales team and externally with end customers; summary of proposals for further product development
- Development of a customer journey, a 9-month marketing plan and a value proposition
- Conception and realisation of product trainings with the focus on the dedicated value proposition

Analysis of sales structures and processes

2023, permanent employment

Exyte Technology GmbH, Stuttgart (Renningen), Germany

- Precision climate chambers, ceiling and filter systems for clean rooms
- Markets: Semiconductor Manufacturing and "Bio and Life Science"
- Revenue: 190 Mio €; Employees: 800 worldwide

Situation

- Over many years, sales procedures and processes had become established that were neither particularly efficient nor questioned.

Objective

- Analysis of sales processes, intensive discussions with customers and employees
- Derivation of improvements: improved processes for faster feedback to customers, simplification on Exyte side, increased customer satisfaction

Result

- Decreased workload by increased digitalization (e.g. CAD to Quote to Order)
- Transformation of reactive sales to proactive sales
- long-term goal: introduction of Key Account Management

Further development of the CRM system based on Salesforce

2020-2022, permanent employment

Vincotech GmbH, Munich (Unterhaching), Germany

- Manufacturer for power semiconductor modules with worldwide sales
- Markets: automation technology, motion control, renewable energy, uninterruptible power supply, chargers for e-mobility
- Revenue: 230 Mio €; Employees: 900 worldwide

Situation

- Following the introduction of Salesforce as a CRM system several years ago, the system now needed to be optimised, expanded with additional functions and, overall, used more effectively.

Objective

- Analysis of the existing tool and the different usage behaviour of sales and product management employees
- Derivation of improvements: e.g. more training for employees, clearer forms and individualized dashboards

Result

- Intensive daily use of the system by individual sales employees, more transparency, increased customer satisfaction

Introduction of key account management for dedicated customers

2013, permanent employment

Vincotech GmbH, Munich (Unterhaching), Germany

- Manufacturer for power semiconductor modules with worldwide sales
- Markets: automation technology, motion control, renewable energy, uninterruptible power supply, chargers for e-mobility
- Revenue: 230 Mio €; Employees: 900 worldwide

Situation

- With growing sales volumes, some customers demanded dedicated key account management.

Objective

- Definition of the internal key account team; regular meetings and updates of this team
- Establishing connections with the interfaces on the customer side and concerted actions to improve communication at all levels including top management

Result

- Improvement of the customer relationship from premium supplier to strategic partner

Projects Design-in and customer projects

Supervisor in the automotive design-in and R&D project "Charger Unit for Electric Vehicles"

2020-2022, permanent employment

Vincotech GmbH, Munich (Unterhaching), Germany

- Manufacturer for power semiconductor modules with worldwide sales
- Markets: automation technology, motion control, renewable energy, uninterruptible power supply, chargers for e-mobility
- Revenue: 230 Mio €; Employees: 900 worldwide

Situation

- My employee needed more direct support with the pitch for an automotive project, and the customer also requested direct involvement from management.

Objective

- Accompanying the design-in project as supervisor, mentor and supporter in complex negotiations

Result

- The project was won, the customer's requirements were met both in technical terms and in terms of the required approval tests and documentation



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Special skills

- English: fluent and business fluent in written and spoken English
- Microsoft Office: TEAMS, Excel, PowerPoint etc.
- Sales, marketing and product management, Employer branding
- Artificial Intelligence, Prompting

Career development

2024 - today

cd_interims..., Düsseldorf, Germany

Freelance Interim Manager and Trainer

- Consulting: 360° Sales, Marketing and Product Management
- Project Management,
- Bridging Vacancies
- Workshops and trainings on the topics of sales and marketing, corporate development and artificial intelligence

2022 - 2023

Exyte Technology GmbH, Stuttgart (Renningen), Germany

- Precision climate chambers, ceiling and filter systems for clean rooms
- Markets: Semiconductor Manufacturing and "Bio and Life Science"

Managing Director Sales

- Analyses of the sales processes of the two product areas mentioned above. Result: Transformation of reactive sales to proactive sales with the aim of introducing a key account management
- Leading and coaching of people managers
- Preparation of a business plan for an additional production site in the USA as a basis for the decision by the management of the Exyte Holding
- S.W.O.T. analyses and derivation of optimisations
- Profit and Loss responsibility for approx. 200 Mio € revenue, 800 employees, production sites in Germany, Czech Republic, China

2012 - 2022

Vincotech GmbH, Munich (Unterhaching), Germany

- Manufacturer for power semiconductor modules with worldwide sales
- Markets: automation technology, motion control, solar energy, uninterruptible power supply, chargers for e-mobility

Director Sales EMEA

- Project-oriented component sales in the "business to business" market; Sales Cycle / Design-In Cycle approx. 2-4 years per project
- Member of the Global Management Team
- Establishment of a strategic key account management
- Head of the EMEA Sales- and Field Application Engineers Team
- Restructuring of the product management team
- Contract- and price negotiations
- Development of strategies to increase the market share and penetrate new application fields
- Achieved CAGR above the market average
- Budget Responsibility > 100 Mio €

2008 - 2012

Mitsubishi Electric Europe B.V., Düsseldorf (Ratingen), Germany

- Manufacturer for power semiconductors and - modules
- Markets: High power drives, off-shore wind parks, medical equipment

Global Account Manager for power semiconductor modules

- Global Account Manager for Siemens AG and Robert Bosch AG
- Strategic customer development and key account management
- Acquiring Design-In projects in “Business to Business“ market
- Price- und contract negotiation
- Turnover of managed customers: 2012 = 35 Mio €, Forecast 2015 > 50 Mio €

1999 - 2008

SEMIKRON GmbH, Nuremberg, Germany

- Manufacturer for power semiconductors and - modules
- Markets: automation, drives, renewable energy, uninterruptible power supply, welding, medical equipment

Head of Product Management

- Managing board member of SEMIKRONs major business unit
- Strategic portfolio management and life cycle management
- Standardisation, optimisation and definition of internal processes
- Management of claim and warranty

Senior Technical Advisor, Key Account Manager - East Asia

Expatriate ship: SEMIKRON, Tokyo, Japan

- 18 months: 2004 - 2005
- Technical training of technical- and sales employees
- Direct support for key accounts in Japan, China, Taiwan and Korea
- Market research and development of sales- and marketing strategies

Product Manager for power semiconductor modules

- Technical and commercial responsibility for the newly introduced products MiniSKiiP and SEMiX
 - Preparation of R&D specification sheets
 - Pricing and Marketing Mix
 - Worldwide promotion tours
- Market research, definition- and introduction of new product lines
- Technical support of key accounts world wide

1996 - 1998

Technical University of Brunswick, Germany

Scientific Assistant

- Research in the area of packaging for power semiconductors within the government founded project “Integrated power electronics systems”
- Presentation of research findings on international conferences

Trainings

- Intensive course in business administration (University Hagen)
- Personal Coaching for People Manager
- Key Account Management
- Communication - and counselling skills

Education

1990 - 1996

Technical University of Brunswick, Germany

- Master Degree in electrical engineering (Diplom-Ingenieur)
- Diploma theses: “Mechanical behaviour of thermally stressed bonds.” External work at “Centrum für Mikroverbindungstechnik”

1990

Abitur (German university-entrance diploma)

Düsseldorf,

