

Personal Data

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Skills Summary

Looking back at a very successful period in sales in which I could develop myself very quickly from a field sales position into a key account management role. Acquisition of very important and critical business for my organization while being a key performer in the top sales force of HP International Bank. Successful financial management professional with a number of years' experience in various financial management and financial consulting positions supporting key trends in IT industry such as Cloud Computing and Workplace Management. Previously as well, integration of M&A projects, supply chain, marketing and sales / key account management and strategic account development. Furthermore, demonstrated strong entrepreneurship by having turned around a bankrupt company into a highly profitable SMB enterprise. Awarded two Master degree qualifications in financial management and business administration from leading European business schools.

Present

- ❖ Since Apr. 2019 | **Enterprise Account Executive Allianz & Commerzbank** | DACH Top Accounts
Hewlett Packard Enterprise

Global key account management for two top financial services companies. Driving their IT agenda in Hybrid Cloud, IoT / Industry 4.0, Artificial Intelligence (AI), Intelligent Edge, Big Data.

- ❖ Jan. 2017 to Present | **Managing Director & Co-Founder** | Administration & Finance
WeSwitch Languages GmbH & Co. KG | Management

Driving the growth strategy of an innovative start-up that brings translation and transformation into the digital world helping out customers to win in their international market places. Managing the financials end-to-end and driving our internal digital agenda.

Work Experience

- ❖ Oct. 2013 to Mar. 2019 | **Global Financial Account Executive** | Global (Key) Accounts
HPE Financial Services

Winning in key areas for HPE Financial Services (HPEFS), acquiring new global key accounts in predominantly financial services and pharma. The last two years, I was focused on winning in our toughest market, Switzerland, in which I managed successful acquisitions of Swiss-based global playing banks. This comes along with a global responsibility for these accounts coordinating all functions and sub sales teams, managing the relationship at C- and top-level management. Recently being awarded top performer twice in a row with significantly exceeding expectations. With smart IT-investment and asset management solutions and consultancy such as Private Cloud transformation / investments and Workplace aaS, I partnered with various key partners while driving the commercial conversations on top level.

- ❖ Dec. 2012 to Sep. 2013 | **Financial Account Manager Named Accounts**

HP Financial Services

Defending major HPFS accounts and targeting to win business in some selected global accounts (DAX-listed German companies) with great success in various areas selling the financial services portfolio of HP International Bank and asset management services. Market share could be significantly increased and new accounts, in particular critical accounts for HPFS' success could be acquired.

- ❖ Nov. 2010 to Nov. 2012 | Account Finance Manager Germany in Global Accounts (Key Accounts) Sales Finance | Hewlett-Packard

Responsible for driving shareholder return by being the trusted partner boosting profitable and sustainable growth through best-in-class financial leadership and integrity. Supporting growth through strategic solution assistance in midterm account business plans and short-term account targets, as well as driving profitable cross business solution deals. Role of CFO for *Global Key Accounts Germany (GA Germany)* includes credit issues, account P&L, sales representatives' topics such as compensation and measurements. Direct partner and controller to German Sales Senior Vice President and staff, in particular the Sales Strategy & Profitability department. Input to worldwide functions, departments and HP's German management team. *GA Germany* focuses on local but internationally operated key accounts.

- ❖ Jun. 2010 to Nov. 2012 | Account Finance Manager Financial Services Industry (FSI) in Global Accounts (Key Accounts) Sales Finance | Hewlett-Packard

Drove shareholder return by being the trusted partner boosting profitable and sustainable growth through best-in-class financial leadership and integrity. Supported growth by strategic solution assistance in midterm account business plans and short-term account targets as well as driving profitable cross business solution deals. Acted as CFO for *Financial Services Industry Global Key Accounts Sales Organization (GA FSI)* and successfully dealt with credit issues, account P&L, sales representatives' topics such as compensation and measurements. Direct partner and controller to FSI Sales Vice President and staff, in particular the Sales Strategy & Profitability department. Input to worldwide functions and departments. *GA FSI* focuses on top industry's key accounts.

- ❖ Feb. 2009 to May 2010 | Senior Financial Analyst & Team Lead Graphic Arts Solution Business Operations Finance | Hewlett-Packard

Successfully managed financial accounts for *Graphic Arts Solution business supply chain (GSBO)* – a highly complex business division within HP's printing business, addressing high volume printing market, containing three major nonintegrated acquisitions of key market players. Leader of a strong team of finance professionals, which provided fundamental FP&A expertise, solid financial analysis for all of the acquired businesses along with the particular challenge of operating outside of HP's core finance and operations systems. This included inventory management. Demonstrated strong leadership skills in supply chain, cross-border projects, such as supply chain modeling saving initiatives requiring financial support. Successfully managed M&A tasks associated with these three companies.

- ❖ Apr. 2007 to Feb 2009 | Senior Financial Analyst LasterJet & Enterprise Solutions Operations Finance Financial Analyst Supply Chain Lead | Hewlett-Packard

As LES Operations and Factory Operations Lead Financial Analyst, additional responsibilities involved being in charge of other cross-business operation focused activities: Successfully drove cost of sales saving projects and initiatives in close partnership with supply chain architecture organizations. Designed and managed annual financial planning for the whole supply chain organization. Implemented efficient tools and systems supporting effective analysis of supply chain costs, such as the main reporting tool ORT. Responsible for the successful management of executive reporting, as well as short term forecasting in close alignment with supply chain vice president EMEA.

Successfully managed the supply chain financial accounts of the laser printing business of HP EMEA end to end, partnered closely with EMEA supply chain management. This included financial planning and forecasting, consolidating supply chain executive performance reporting. Provided successful leadership in laser printing business related to cost saving projects, in close alignment with worldwide organizations, driving an efficient supply chain across HP.

CURRICULUM VITAE FLORIAN LAIS

- ❖ Nov. 2006 to Dec. 2008 | Factory (PCC) Ops Lead Financial Analyst | Hewlett-Packard

Controlled all EMEA product and completion centers (final assembly of printing devices) which required a strong understanding of manufacturing overhead costs and the contribution to the overall Imaging and Printing P&L. Managed various compliance / audit topics. Successfully improved off shore finance teams in India and Malaysia. Supervised month end closing activities. Partnered closely with *Imaging & Printing* Factory Department and Management professionals.

- ❖ Feb. 2005 to Oct. 2006 | Consulting Financial & Business Analyst | Hewlett-Packard

Created and established efficient financial processes for a "zero budget" organization, *HP EMEA Internet & Marketing Services (IMS)*. Notably, the success of this role was dependent on ensuring that the operational side of financial management worked smoothly and that all teams' budgets came in on target.

- ❖ Feb. 1996 to Nov. 2003 | Managing Director Finance & Administration | De Min KG

Managing Director of Finance & Administration. Mainly responsible for driving and managing all corporate financial accounts, corporate strategy and HR key responsibilities. Successfully transformed a bankrupt family business into a high quality ice cream production company addressing the south German market and gained a significant market share in high class gastronomic businesses. Annual salary was tremendously multiplied, strong organic growth, managed investor relations and human resources (up to 40 staff including multiple part time and seasonal workers), profitability increased significantly above the industry average.

Education

- ❖ Mar. 2003 to Oct. 2004 | Study of Business Financing (Financial Management) University of Wales, Cardiff (UK) & Graduate School of Business Adm., Zurich (CH)

Graduated (dual degree) October the 13th, 2004 as ex. Master of Science in Finance (MSc.F)

- ❖ Sep. 2002 to Mar. 2003 | Study of Business Administration (ex. BBA) State University of New York (SUNY), Albany (US)

Graduate School of Business Administration, Zurich (CH)

- ❖ Sep. 1999 to Aug. 2002 | Study of Business Administration

German Academies of Business and Administration, Freiburg. Management/Business Administration, Economics, Private and Public Law.