

## Do you have sales challenges?

**My Experience and my Network are available to you – contact me!**

### **ROLAND ZEPECK**

- Consulting
- Development of Sales Strategies
- Optimization of Sales Organizations
- Employee Training and Development
- Start-up and Development of International Sales Networks
- Strategy for Exhibitions
- Training on Exhibitions
- Interim Management
- Project Management
- Turn around



Close cooperation with VGB-Powertech and Kraftwerksschule (Power Plant Training Center)

Close cooperation with EPPSA (European Power Plant Suppliers Association) in the framework of the LCP BREF

Member of the Technical Advisory Boards to the Conferences of multiple Power-Gen's (\*):  
Africa, Asia, Europe, India, Middle East

Active participation in:

- Indo-German Energy Forum
- Turkish-German Energy Forum
- EU-India Clean Coal Working Panel

### **40 Years Experience:**

- ✓ Sales of technical instrumentation and investment goods
- ✓ International sales, focus: India, South-East Asia, Southern Africa, Middle East (focus Iran)
- ✓ Development of sales strategies incl. marketing strategies for exhibitions
- ✓ Start-up and management of foreign subsidiaries
- ✓ Organization of exhibition stands and marketing events
- ✓ Sales and Presentation Trainings
- ✓ Exhibition staff training – optimized exhibition investment
- ✓ Chemical process technology
- ✓ Online environmental monitoring
- ✓ Combustion technology: optimization and flexible operation modes
- ✓ Member of VDI (German Association of Engineers)

(\* ) Power-Gen's are the worldwide leading Conferences and Exhibitions in the field of Conventional and Renewable Power Plant Technology, Decentralized Power Generation, and Power Grids and take place annually in various geographical regions. [www.pennwell.com/events/power.html](http://www.pennwell.com/events/power.html)



## Examples of Success

### Technology:

Development up to market introduction of the worldwide first methane-free Total Hydrocarbon Analyzer for ambient air monitoring.

Development and market introduction of a compact emission monitoring system for gases and dust.

Design concept and market introduction of a leading Ambient Air Dust Monitor.

Design concept incl. systems and performance specifications for a compact flame visualization system.

### Turn-around and Start-up:

German manufacturer of measurement control and environmental instrumentation: Complete restructuring, successful market positioning of the modernized products incl. increase in revenue by 300%, successful supervision of the company's take-over.

Subsidiary of German manufacturer (environmental monitoring and combustion control): Initiation of product development and successful market positioning; increase of revenue from 500k€ to 2 Mil. € incl. stable operative profit.

German instrumentation manufacturer in environmental monitoring and combustion control: Start-up of presence in India, starting with liaison office, branch office, wholly-owned subsidiary; increase of revenue in 10 years from 150 k€ to 3.5 Mil. €, stable profits, start of local manufacturing.

German instrumentation manufacturer in environmental monitoring and combustion control: Start-up of Italian subsidiary in economical difficult situation, incl. selection of employees, location, office, etc.; despite challenging economic situation steady growth of the subsidiary.

### Sales:

Stabilization, increase and establishment as market leader of the German sales organization of a US-American manufacturer of environmental monitoring systems; increase in revenue from 1,5 Mil. to 7 Mil. DM in 6 years.

Organizing and structuring of the Asian and Indian markets for several US-American manufacturers in environmental and process monitoring; increase in revenue in four years to 20% of total revenue.

Development of the Sub Sahara African markets for German instrumentation manufacturer, combustion technology: main focus on South Africa and Nigeria, establishment in the markets.

### Others:

Organization and coordination of all exhibitions incl. formulation of a structured Corporate Identity and brand recognition; start-up of marketing department.

Trainings for Sales, Exhibitions, Presentations.

Multiple professional and technical papers in domestic and international journals, lectures, and presentations in various sectors of environmental monitoring, combustion technology, and future developments of the electrical power supply industry (decentralized power production, Smart Cities).

