



WILLY SUTER

suter@benefitcoaching.net, +41-79-430 4326
Management Consultant & Sales Coach,
BENEFIT COACHING NETWORK

Willy Suter joined BENEFIT Coaching Network on November 1st, 2013 as Management Consultant and Sales Coach. He is focused on the further development of the consulting firm and on expanding the business activities into international markets. Based on the comprehensive BENEFIT portfolio for the sale of complex solutions and services, key account management and sales model optimization, BENEFIT will primarily target the investment goods, services and consulting market.

Key accomplishments:

- Under his leadership, the global key-account teams were able to transform HP's client perception from a key technology provider to a business value contributor focused on the business outcome of IT.
- He led the account team successfully through the toughest economic downturn the industry has experienced in the last decades. In 2010 HP was better positioned than ever with the customers in the manufacturing industry and achieved a gain in market share of 35% compared to the previous year.
- Under his leadership, the Key Account Managers achieved significant business growth and a strategically relevant position for HP as IT service provider or even as the principal supplier of information technology
- He received several awards for his achievements: „Global Executive Sponsor of the Year“, 2010; 3x „HP-Winner-Circle-Award“, 2005, 2007 and 2010 „Compaq Country of the Year Award for Services, 2001; 2 x „EDS Presidents Cub Award“, 1994 and 1998

As Vice President at Hewlett-Packard, Willy Suter was responsible for HP's global business with one of the world's largest financial service providers across the entire portfolio: IT hardware, software and services. Prior to this he worked as Program Manager and Executive Coach at the HP Sales University in Texas (USA) in 2010/11, where he was responsible for the development and implementation of a global sales improvement and transformation program. He was appointed to participate in this global project due to his outstanding achievements as EMEA manager in charge of the industry segment "manufacturing" with a business volume of more than \$ 1'200 million, which he has shaped for more than 5 years. This responsibility included the management of all global account teams for HP's top customers in the manufacturing industry based in EMEA. Furthermore, he was also responsible for the development of vertical IT industry solutions in the automotive, aerospace, steel, high-tech and electronics industry.

Prior to this, he managed the global key account EADS Airbus for 4 years. In this position Willy won several comprehensive strategic outsourcing contracts and doubled HP's business within 3 years. He joined HP in 2002 following the merger with Compaq and assumed the responsibility for the service business (professional support services and outsourcing) in Switzerland as Director and Member of the Country Management Team. Prior to assuming the international role at EADS Airbus in 2004, he led the HP Global Service Organization Switzerland with more than 1'100 employees through a challenging integration and consolidation process. Willy joined Compaq in summer 2000 as Director Compaq Professional Services.

Prior to joining Compaq, Willy Suter was Director at EDS (Electronic Data System) for several years, where he held various managerial functions in the IT service business. From 1994 to 2000 he played a decisive role in establishing the IT Outsourcing activities of EDS in Switzerland resulting in exponential growth. Prior to this, Willy gained more than 10 years' experience in various sales & marketing positions.

Willy is father of 4 adult children, loves endurance sports, skiing, motorcycling, jazz and blues and travelling. He holds degrees in Electronic Engineering and Economy. He is a Swiss citizen, but also lived in Germany, the UK and the USA for several years.