



William E. Frenzel

Key Account Management



« Start by doing what's necessary; then do what's possible; and suddenly you are doing the impossible. » Franz von Assisi

About William

William Frenzel is the ideal general manager or sales manager when it comes to sell complex solutions in demanding environments. He has proven track records in managing key accounts on a C-level. His stamina and thoroughness in developing the necessary technical know-how set him apart. His ability to communicate complex issues towards target segment leads to his continuous success.

The business economist and qualified electrical fitter brings decades of experience in managing sales staff both at home and abroad. His industries are mechanical engineering, ICT (software, hardware, telecommunications and IT solutions), as well as the construction and automotive sector.

In sales, his mental agility allows him to grasp the situation and the needs very quickly. William can develop creative but also well-founded proposals for solutions. He is also an assertive leader. He is the author of several books.

Curriculum vitae

2020 - heute CEO The New Company
2000 - 2019 CEO Power Sales AG
1995 - 2000 CEO Data General AG

Education

MBA General Management

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