

Peter Ditlev (48), Executive Sales Management SW specialist. Peter has 25 years+ experience in the IT-industry with, direct and indirect Sales and Marketing of Enterprise Business applications, products and services i.e. ERP, CRM, MES, SCM, Infrastructure, Business Analytics (BI) and similar SW solutions with long value-chains. Cross segment sales and marketing experience, ranging from Small Business up through the upper MidMarket (<€500m). Peter has worked for international corporations Damgaard (1996-2000), Navision (2000-2003), Microsoft (2003-2007) and SAP (2007-2011).



Peter Ditlev

Peter's passions, and core areas of expertise and competence, are:

Passion for Partnering:

- ❖ A firm belief in committing, profitable and fair partnerships.
- ❖ Development of effective and innovative partner strategies (B2B), partner programs and partner networks along with effective Go-to-Market strategies and hands-on implementation and execution.
- ❖ Developing and managing local and international eco-systems of various types of partners, ISV's, resellers, distributors, referrers and advisors.

Passion for Business:

- ❖ Putting business before technology, and believing that having the right strategy, the best people, planning and relentless execution will bring the results.
- ❖ Extensive sales experience from Account Executive level, Sales Management levels through Executive International Management of large sales organizations – in a combination of Direct and Indirect sales channels.
- ❖ Board experience from 2 leading ERP SW-vendors.

Passion for the Nordic and Baltic markets:

- ❖ These 8 northern European countries, with a high degree of IT matureness and growth, are attractive markets for SW-vendors and ISV's.
- ❖ Over the years, Peter has developed a strong and trusting network in the SW-industry and related partner communities in Denmark, Norway, Sweden, Finland, Iceland and the Baltic countries – as well as having a good understanding of their cultures and differences. This network is continuously looking for new and profitable products and services, that can complement, extend and help them grow their business.

Peter speaks Danish (native), fluent English, understands all and speaks some Swedish and Norwegian. Peter lives in Denmark. As a sales person Peter has qualified most FY's for 100% Clubs, Summit Conferences, Gold Star Awards and Top Performer events.

Today, Peter works as an independent Management Consultant with clear focus on the software industry and how they can grow through internationalization, build successful sales channels with innovative Go-to-Markets. Further, he is a Partner in [TBKconsult](#), an International consultant company across +17 countries. TBKconsult has an established international network of resources and proven go-to-market solutions.

First customer reference is [Operator Systems](#), a MES-solution provider where Peter has developed the Partner Strategy, Partner Program and which is now operational in channel recruitment in Denmark, Sweden and Poland.