



Lukas Hertig

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PROFILE

Servant Leader and Expert in Digital Transformation and Cloud Computing | Entrepreneur | Startup Advisor | Angel & Blockchain Investor | Speaker |

600k to 200M+ ARR, 60%+ EBITDA, 600+ team members globally in Software & Cloud in the course of 18+ years. 900k+ servers with our software powering 70M+ Websites and 40k+ service providers globally. www.webpros.com (Holdings Website)

I am a results-driven, passionate professional with remarkable international experience and technical knowledge from total 20+ years in IT. My management expertise spans a broad range of operational functions. My abilities to successfully articulating sustainable growth strategies and ensuring focus on the right execution enabled me to become a valuable member of the organizations and teams I worked for. I manage high-profile relationships and have many years of experience supporting business expansion, enhancing customer satisfaction, and driving change.

My leadership style consists of the belief that there is a natural desire of a leader wanting to serve first. By serving first, I make the needs of stakeholders my main priority. And find success and "power" in the growth of others to find new leaders and succeed in business. I serve because I am a leader and I am a leader because I serve. My approach is people-first and I value diversity and inclusion.

I am used to constant change on an international level and went through many re-organizations and multiple re-brandings. I have experience in acquisitions and divestments and was part of multiple exits towards private equity funds. So despite having worked 18+ years in the "same company" - it was always a new setup whenever we acquired someone or had an exit.

Key Focus Areas: Servant Leadership, International Sales, Business and Corporate Development (Strategy, M&A), Digital Marketing & Scale through Growth Hacking and Partnerships, Product Management

After building up the European division for SWsoft and later Parallels/Odin (now: WebPros) in various sales and business development leadership roles internationally, I switched to marketing after 10 years. Then I built up digital growth marketing teams after spinning off Plesk to first Oakley Capital and then acquiring cPanel, WHMCS, and XOVI. With a recent exit to the private equity fund CVC partners.

Today I primarily look after strategy, key partnerships, and M&A. Specialized in creating and scaling tech businesses, strategy, sales, business & corporate development, digital marketing, growth hacking, and product management. I have

INTRODUCTION / BACKGROUND

solid early-stage startup experience that we grew up both organic and inorganic from 600k ARR to over 200M ARR today in a corporate environment.

- In addition, I am advising and investing in various eCommerce, Cloud, SaaS, and Blockchain startups.
- I am also a guest lecturer at my former university in digital transformation and involved in various organizations driving digital transformation forward.
- I strongly believe in radically transforming the way our species lives and operates on our planet through utilizing blockchain technology. With the advent of Web 3.0, we now have the tools to develop disruptive systems to democratize the world. Blockchain is the digital version of the direct democracy system from Switzerland - on steroids.
- Privately, I am a passionate traveler, enjoy time with family & friends and reading as well as listening to podcasts. Never stop learning!

Senior Vice President Business & Corporate Development Plesk (now: WebPros)

📅 08/2017 – present 📍 ZÜRICH AREA, SWITZERLAND

After several years of running marketing and alliances-related tasks, our investors asked me to focus on the growth of our company towards the next exit to CVC partners. One of the largest private equity funds in the world that acquired us for 1.5B+ valuation later.

- I successfully handed over most of our marketing organization to our new head of marketing, who was running product management before, focusing on growth.
- **Scaled and extended our partnerships with hyperscale cloud providers including Amazon, Microsoft, Google, Alibaba, DigitalOcean, Vultr and especially VP, SVP and CxO relationships within these companies.**
- **Grew our install based on hyperscale to over 70k VM instances till date (28% growth YoY)**
- I am a significant contributor in the corporate group vision, mission, and strategy of WebPros and helped to get to the sale to CVC partners for 1.5B valuation and back to double-digit growth.
- We have acquired several small companies as acqui-hires and acquired medium and larger companies up to 20M additional revenue.
- I have built up and the end-to-end process for M&A (mergers and acquisitions)
- As I got a lot of help in my earlier career, I started engaging with start-ups to give back. Mainly through the platforms growthmentor.com, the R3 venture fund, and recently Startup Grind
- **Supported the acquisitions of cPanel, WHMCS, Xovi, Nixstats, Leankoala that generate 200M+ ARR and 60%+ EBITDA in combination today.**

CMO/ VP Marketing & Strategic Alliances Plesk (now: WebPros)

📅 12/2015 – 07/2017 📍 ZÜRICH AREA, SWITZERLAND

In 2015, we spun off Plesk from Parallels for 105M to Oakley Capital. I built up the whole marketing team for Plesk and the alliances ecosystem of our app catalog with now 100+ commercial apps and ISVs.

- **Created our core messaging & positioning framework as it still stands today**

for Plesk

- Worked with an agency on building our complete branding
- **Built a team of 25+** marketing specialists across digital marketing (Content, SEO, Design, Paid Ads) and specialists in channel marketing, and one director of alliances. The team was across Barcelona/Spain, Cologne/Germany, and Toronto/Canada.
- Successfully launched many major and minor releases together with product management
- Implemented all needed marketing and sales funnels, both through direct/retail and in-direct channels
- **Helped growing the overall company to over 40M ARR with consistent 15-20% growth YoY**
- **Grew our online/retail business from 2.5M to over 8M ARR consisting 15% of our total revenue**
- Ran over 30 marketing campaigns for direct and through channel partners and with ISVs.
- Started building up our alliances with Amazon, Microsoft, Google, DigitalOcean, Vultr and many others. Generated over 30k VM instances of our software through their marketplaces and helped them optimize their cloud marketplaces.
- **Enabled 100+ 3rd parties (ISVs)** to sell in-app in our marketplace in Plesk.
- Built both technical and commercial standard processes for alliances with 3rd parties (ISVs) as well as all relevant marketing processes.
- **Supported the exit of Plesk from Parallels/Odin towards Oakley Capital for 105M**

**Senior Director, Global Marketing Strategy
Odin (now: WebPros)**

📅 01/2015 – 11/2015 📍 ZÜRICH AREA, SWITZERLAND

After many years leading our EMEA Sales Team, I was taking a global role to support all different parts of the organization with our updated vision, mission, and strategy. So we could achieve even more customer success with our product lines - in partnership with our service provider customers and partners. Specifically in the segment of Hosting companies, Telcos, Distributors, and MSPs.

- Reported directly to the CMO
- **Built various new messaging & positioning frameworks across multiple product lines** and the overall company
- Built various materials to support our global sales organizations better
- Extended my engagement with the bi-annual Cloud Council, our VIP program for CxOs in the Telecom space, creating commercial public cloud computing offerings. A program that I initiated earlier in partnership with marketing.
- Supported building more capabilities in the area of digital marketing to complement offline activities
- Extended our offering in business consulting for our largest Telecom companies
- **Supported the sale of the Parallels Automation Business (35M ARR) to Ingram Micro for 160M+**
- Spoke at many global conferences
- I went deep on learning all aspects of traditional as well as modern digital growth marketing over 6 months and then adapted it during years of practice.

Senior Director Sales & Business Development, EMEA

Odin (now: WebPros)

📅 01/2012 – 01/2015 📍 ZÜRICH AREA, SWITZERLAND

I managed the EMEA Sales & Business Development Team in Parallels (later renamed to Odin, today WebPros) for all new strategic partners in the Telecom, MSP & Service Provider Space.

- **Scaled the business with large-scale automation software to 100+ Telcos to manage their cloud offerings across EMEA (Europe, Middle East and Africa) with an average deal volume of 1.5-4.5M over 2-3 years**
- **Managed and pursued 50+ RFI/RFP processes end to end**
- **Managed a yearly budget of over 35M USD and 20+ people delivering consistent growth of 50% YoY**
- Scaled our channel alliances with companies including HP, Microsoft, IBM, Accenture, CSC, Cisco or Ingram Micro and Arrow Distribution
- Together with our marketing, I initiated a **bi-annual VIP program for top-level CxO executives in the telecom space – the Cloud Council**. To help each other building commercial cloud computing offerings
- Supported scaling our professional services team
- Helped to build a business consulting department together with senior leaders in the marketing department
- Extended our other sales regions building their Telco funnels and standardizing the enterprise sales and professional services processes accordingly
- Spoke at many large industry conferences internationally

Sales Director Parallels Automation, EMEA

Odin (formerly called Parallels, now: WebPros)

📅 01/2007 – 01/2012

Sales Director for the Parallels Automation product line and project-based enterprise solution sales in the EMEA Region.

- **Sold large-scale automation software to 50+ Telcos to manage their cloud offerings across EMEA (Europe, Middle East and Africa) with an average deal volume of 1.5-4.5M over 2-3 years**
- Managed and pursued 20+ RFI/RFP processes end to end
- **Managed a yearly budget of over 20M USD and 10+ people delivering consistent 50% YoY growth**
- Built channel alliances with companies including HP, Microsoft, IBM, Accenture, CSC, Cisco or Ingram Micro, and Arrow Distribution
- **Opened and managed additional sales offices in Dubai (UAE), Johannesburg (SA), and Moscow (RU)**
- Built a strong collaboration across our teams and helped to create a professional services team of 30+ people
- Supported other regions building their Telco funnels and standardizing the enterprise sales and professional services processes accordingly
- Spoke at many large industry conferences internationally

Sales/Country Manager, Switzerland, Austria, France

Parallels (now: WebPros)

📅 06/2004 – 12/2006 📍 ZÜRICH, SWITZERLAND

Sales/Country Manager for the territories Switzerland, Austria, and France.

- **Built 500+ new channel partners from scratch generating 20M+ ARR**

WORK EXPERIENCE

- Sold a total of 10M+ software to telecom companies to enable the cloud consistently growing 100% YoY
- Created and managed a team of 10+
- Acquired a company in France that became the French Office
- **Opened the Paris (FR) sales office** and grew it to a team of 5
- Spoke at regional industry conferences

CEO

Silverbox GmbH

📅 03/2005 – 05/2008

Hosting company in Switzerland, sold to a 3rd party.

CSO

Aionics GmbH

📅 08/2003 – 04/2006

Owned a company focused on knowledge management, project management, and software development. EXCLUSIVE RESELLER FOR PARALLELS/ODIN (now WebPros) in SWITZERLAND at this time.

IT - System Administrator & Manager IT Operations

LGT – Private Banking und Asset Management

📅 09/2001 – 10/2002 📍 BASEL, SWITZERLAND

Linux- and Windows system administration of over 100+ Servers and 1000+ internal users with a team of 5, Lotus Notes, Leader of internal Helpdesk.

ADVISORY, COACHING OR INVESTMENTS

Advisor

Chainstack

📅 03/2018 – present 📍 SINGAPORE, SINGAPORE

Private/Permissioned Enterprise and Public Blockchain PaaS Startup backed by multiple investors.

Startup Mentor to the R3 Venture Fund

R3

📅 10/2020 – present 📍 AMSTERDAM, NETHERLANDS

R3's vision is of a world where everyone can transact directly and privately with trust. R3's Corda is an enterprise blockchain platform that delivers privacy, security, interoperability, and scalability. I am an Advisor to the R3 Venture program as a startup mentor that consists of over 600 different startups.

Ambassador, Investor

BloXmove

📅 04/2021 – present 📍 STUTTGART, GERMANY

bloXmove is a decentralized, shared business-to-business Mobility Blockchain Platform based on Blockchain / Distributed Ledger. Backed by large investors including Master Ventures and others.

Mentor

Startup Grind

📅 04/2021 – present 📍 SAN FRANCISCO, UNITED STATES

Startup Grind is the world's largest startup community. I'm mentoring startups globally in the space of SaaS/Cloud/Blockchain for Startup Grind. B2C and B2B, SMB and Enterprise. Mainly focused on strategy, business and corporate

development, foundations of international growth marketing, sales, product management - and scale in general. I'm also happy to share my global network of contacts and help fundraising within my investor contacts.

**Mentor
Growthmentor**

📅 10/2019 – present 📍 ZÜRICH, SWITZERLAND

In October 2019, I decided to join the network of mentors of Foti and his fantastic team. I'm spending some time with startups to support them based on my experience. And open my extensive contact network for them to find new investors, advisors, or business partners. Depending on the requirements and if a story resonates with me very strongly, I might also be an angel investor for selected startups.

Please check my profile here:

<https://app.growthmentor.com/mentors/lukas-hertig>

**Guest Lecturer
University of Applied Sciences and Arts Northwestern Switzerland
FHNW**

📅 05/2020 – present 📍 SWITZERLAND

I have regular engagements as a guest lecturer at my former university reporting to the head of digital transformation. Mainly in the areas of digital transformation, eCommerce, cloud computing, or Blockchain.

**Advisor
Crypto Legal Solutions - by Wild Dubach AG**

📅 01/2018 – present 📍 ZUG, SWITZERLAND

Legal Startup to establish ICO/TGE 2.0 companies in Switzerland playing by the rules (regulation).

**Advisor
ID Quantique SA**

📅 12/2014 – 12/2018 📍 GENEVA, SWITZERLAND

As a part-time consultant, I was helping ID Quantique (IDQ), the global leader in quantum technologies from Switzerland in the Telco and Service Provider space, to build a global footprint and leadership for quantum-based encryption and quantum key distribution (QKD), quantum-safe backbones and quantum random number generation (QRNG). After IDQ was sold to a prominent new investor, I discontinued this position.

**Investor, Advisor
Iskra eCommerce**

📅 03/2017 – present 📍 FEUSISBERG, SWITZERLAND

Venture investments in the eCommerce space. A small portfolio of successful online shops and a seller on Amazon (shopping).

**M&A
The Dealmakers Academy**

📅 01/2021 – 02/2021 📍 HERFORTHSHIRE, UNITED KINGDOM

Specialized online course and coaching program in the M&A space.

M&A

Dealmaker Wealth Society

📅 03/2021 – 04/2021 📍 BALTIMORE, UNITED STATES

Specialized online course and coaching program in the M&A space.

Financial Modeling & Valuation Analyst (FMVA)® | Certificate CFI - Corporate Finance Institute

📅 10/2020 – 12/2020 📍 VANCOUVER, CANADA

Online Course and certification at the market-leading institute for M&A and Private Equity professionals.

Advanced Growth Strategy | Certificate Reforge

📅 2020 – 2020 📍 SAN FRANCISCO, USA

I was one of 200 selected people from over 5000 applications that was allowed to join the Advanced Growth Strategy studies from March to May, 2020. The Advanced Growth Strategy is designed for growth leaders who influence growth, product, or business strategy at their organizations. The program is designed for both B2C and B2B practitioners. Advanced Growth Strategy is operated by Reforge that consists of super successful growth executives such as the former VP Growth of Hubspot or Andrew Chen, general partner at Andreessen Horowitz. More information on <https://www.reforge.com/advanced-growth-strategy-series>

University of Applied Sciences and Arts Northwestern Switzerland FHNW

📅 2002 – 2005

Business Information Systems - focused on IT Project Management, Software Development in combination with Economics & Finance and international management

Diploma

Novartis Pharma (Switzerland) AG

📅 1998 – 2001

Diploma from Novartis as Chemistry Laboratory Specialist - Analytics

SKILLS & COMPETENCIES

Servant Leadership # Long-term thinking # Future focused
Turning Ideas into companies or lines of business # Goal Oriented
Time Management # Resiliency # Thinking through first principles
Persistence # Sustainability # Diversity & Inclusion # Business Strategy
Go-to-market Strategy # Growth hacking # Networking
Solution Selling # Business Development # Dealmaking # M&A
Corporate Development # Marketing Strategy # Company Valuations
Digital Marketing # Cloud Computing # Digital Strategy
Product Management # Software Development # Agile Methodologies
SEO # SEM # Telecommunications # Data Center
International Sales # Channel Partners # Sales Process # ITIL
Software Industry # Sales # Professional Services # Managed Services
Sales Management # Selling # Blockchain # SaaS # PnL
Enterprise Software # Software as a Service (SaaS)
Strategic Partnerships # Management # Business Alliances
Team Management # Cross-functional Team Leadership
Partner Management # Cryptocurrency # Bitcoin # PaaS # Hosting
IaaS # Channel # DevOps # Leadership # Adaptable # Partnerships
Forecasting # Budgeting # Reporting # Public speaking
Turnaround management # Enterprise Sales # SMB Sales

MEMBERSHIPS & ASSOCIATIONS

Swiss Leaders Organization (SKO)

<https://www.sko.ch/>

Swiss Venture Club

<https://svc.swiss/>

Growthmentor.com

<https://www.growthmentor.com>

Angel Investment Network

<https://www.angelinvestmentnetwork.ch/>

SwissICT

<https://www.swissict.ch/>

University of Applied Sciences Northwester Switzerland

<https://www.fhnw.ch/en>

Swiss Legal Tech Association

<https://www.swisslegaltech.ch/>

Crypto Valley Association

<https://cryptovalley.swiss/>

Bitcoin Association Switzerland

<https://www.bitcoinassociation.ch/>

LANGUAGES



German



English



French

HOBBIES



Family & Friends



Books



Podcasts



Sports



Music Making



Arts

SOCIAL MEDIA



lukashertig



lukas.hertig



@LukasHertig



Slideshare



Youtube

REFERENCES

See online on www.lukashertig.com on my LinkedIn profile:
<https://www.linkedin.com/in/lukashertig/>

Additional references are available on request.