

# Curriculum Vitae



## Klaus Pilz

### **Personal Data**

Year of Birth: 1959

Nationality: Swiss and Austrian

Status: Separated, 3 daughters and 1 son

### **Contact**

Alpenstrasse 32

CH-3072 Ostermundigen

Alexander-Gross-Gasse 60

A-2345 Brunn am Gebirge

Tel: +41 79 682 9777

[klaus.pilz@bluewin.ch](mailto:klaus.pilz@bluewin.ch)

### **Key Skills**

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Outstanding entrepreneurial leadership and highly experienced in leading teams as well as individuals cross functional to achieve common goals; active and authentic management style; skilled in fostering a positive and highly productive work environment and motivating team members; strong interpersonal and communication skills to inspire and manage others effectively, while providing guidance, coaching and consulting support to facilitate growth and development.

Proven ability to initiate cross cultural projects and partnerships effectively; strong negotiation skills; ability to build and maintain professional networks in new industries; proficient in gathering relevant information through various channels, analyzing complex data and situations creating an actionable business case; capable of identifying blocking factors, opportunities and key trends as the basis for successful restructurings or developing innovative solutions addressing challenges in the right manner.

Strong organizational skills to track progress and adjust plans and tasks as needed ensuring timely completion; comprehensive track record of delivering results while adhering to financial and temporal guidelines and at the same time never losing sight of current market developments by constantly evaluating options and deciding based on the capability of objectively judging situations and recommending appropriate courses of action.

### **Inspiration for further professional engagement**

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Reaching an official retirement age in Austria and Switzerland for me means not the end but a new beginning to share my wealth of experience via coaching, consulting, mentoring, interim management or even overtaking specific tasks such as developing and/or selling "new business". For me the age of 65 is a chance to reinvent myself offering my expertise to organizations if needed, e.g. for restructuring business, overcome digitalization or innovation challenges. I take the chance to embark on new and fulfilling endeavors in the startup community, I am familiar to cooperate with, as well as in a traditional and established SME and large company environment. The engagement can be on an employee or contract basis - via my own LLC the 'Inno MSGmbH (company in formation)'.

## Work Experience

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**1999 - present, Swisscom Broadcast AG, 3063 Ittigen**  
**Senior Business Development Manager**

**2023 - present, Sales 'New Business Products & Services'**

- Set-up of a **PoC 'Digital Tower Twin'** with more than 5 value chain partners and a customer.
- Development of a **PoC '5G for the airspace (Air-Ground-Air Network)'** as well as identification and onboarding of 3 potential customers as PoC partners.
- Coaching new business sales approach by also actively doing it.
- **Drones & Robots - acquisition** of drone detection as well as drone operation services.
- **Truvami Tracking Solution - acquisition** of key customers in Central Europe.

**2018 - 2022, Head of 'Drones & Robots' and 'Safety & Security Tracking' Projects**

- **Development of a drone detection & defense solution** including the selection of different technology suppliers with Dedrone GmbH, Kassel, as strategic partner in the center; with realizing a successful go2market in the event as well the fixed installation space the solution offering has been handed over to a defined sales unit.
- Contributing actively as part of the Swisscom group drone hub organization and thereof **bringing together all drone operator services developed in different Swisscom units to a comprehensive product and service portfolio**, as well as to the development of a **strategic cooperation model with Skyguide**.
- **Finally establishing a Drones & Robots Unit for offering VLOS and BVLOS drone operator services with the vision of 'setting up a 5G based drone network' as well as drone detection & defense services**. As Head of the unit, he integrated centralized functions with decentralized field force activities as well as the 24/7 operations center services. Klaus Pilz, due to his age, handed over the lead of the unit to a young manager who today is acting as Swisscom's Drones and Robots face to the public.
- **Head of a safety&security tracker solution development project**. Set up together with a Zürich based hardware development company, Miromico, into the safety & security tracker market. Proofing successfully the seamless indoor/outdoor tracking capabilities of the prototype Swisscom decided spinning-off a 'startup' for tracking solutions - meanwhile well introduced on the market under: [www.truvami.com](http://www.truvami.com); in this case as well handover to a young ETH high potential as face for the tracking solution to the public.

**2021 - 2022, Restructuring project 'Asport' incl. Investor search and selling of the unit**

- Takeover of the lead of the project **Asport Business Development Initiative** in a critical phase of the project (having huge losses and no case based on a solid business model). Within 4 months presentation of a **persuading business model and case**.
- Having clarified the business model it turned out that Asport's core business does not fit into the service portfolio of Swisscom; Klaus Pilz presented with **Sport Pass Austria a perfect fitting partner** and following a commercial deal could be found allowing Swisscom withdrawing its engagement in Asport without losing reputation since Swisscom prominently has positioned the Asport brand in Switzerland.

## **2009 - 2017, New Business Scouting for substituting traditional broadcasting business**

Based on market evaluation, technology /product/ service scouting an impressive bundle of new products and services could be successfully launched with Klaus Pilz heading the following business development projects that in total reached about 15% of the total company revenue:

- Technology evaluation, contract negotiations with different technology providers including the finally **selected strategic key supplier 'Actility\*')**; **rollout of a country wide low power network based on LoRa\_WAN**, whereby the negotiation skills of Klaus Pilz massively contributed to concluding, in an evolutionary stadium of the IoT market, key partner contracts with Swiss Post and SBB.
- **IoT-service portfolio scouting and evaluation** under the aspect **driving the change of Swisscom Broadcast AG from a broadcast transmission to a safety & security company** (incl. actively contributing to the development of the new strategic orientation of Swisscom Broadcast towards a 'Saf&Sec' Company).
- **B2B 1<sup>st</sup> screen ott TV solution as wholesale offering for ISPs**, ready-made for a cross border offering too, also included Value Added Services such as VoD, EPG and Catch-up TV/nPVR, TV applications as well as CDN services; the success was proven with a final market share of more than 50% on the Swiss ISP ottTV market.
- **B2B TV encoding services for all types of end devices**, integrated into an upgraded state-of-the-art satellite headend.

\*) selecting an IoT network technology partner including the engagement of Klaus Pilz in Swisscom Venture's Actility investment as part of the Foxconn investors consortium qualified **him as ideal "Swisscom Venture Associate"**; **from 2014 until 1<sup>st</sup> quarter 2024** he actively supported Swisscom Venture in identifying potential and/or qualifying possible investment targets from a business perspective.

## **2007 - 2008, Österreichische Post AG, 1030 Vienna**

Senior Business Development Manager "Pharma Logistics Project Europe"

- **Analysis of opportunities and risks for Austrian Post AG to enter Europe-wide into the field of Pharma logistics** after having overtaken 'Trans-o-flex', a Germany based logistic company.
- **The taken risk analysis with the Parcel & Logistics Division of Austrian Post in the focus clearly showed that Trans-o-flex Pharma logistics positioning is not sufficient for such a big move**; Klaus Pilz identified management & business risks of Trans-o-flex which had not been found during the due diligence.

## **2006 - 2007, Antenna Hungaria Zrt., Swisscom Group Company in Hungary, Budapest**

Member of the Management Board and locally available SPoC of Swisscom

- As **Head of the technical and development department, purchasing and IT** Klaus Pilz overtook the **main responsibility for executing a successful restructuring process**.
- Antenna Hungaria within 2 years could be sold to TDF, France, with an impressive margin (Antenna Hungaria until today financially is one of the most successful investments of Swisscom abroad).

**1999 - 2006, Swisscom (Schweiz) AG & Swisscom Broadcast AG, 3006 Bern**

Senior Project & Business Development Manager (1999 freelancer; from 2001 on employed):

- **Active participation in the acquisition of Antenna Hungaria Zrt.** Based on the comprehensive DVB-service knowledge Klaus Pilz has built up with the DVB C und H business development initiatives, a finally crucial knowledge acquiring this company.
- **Internationally well acknowledged project lead evaluating a DVB-H go2market** based on a strategic cooperation with Nokia which failed due to a strategy change at Nokia.
- **Development and go2market with a DVB-C offering based on exclusively acquired. TV-channel content from Universal** (project not successfully since a content reselling opportunity has been rejected due to Swisscom's envisaged Blue TV go2market).
- **Development and trustfully establishing cooperation models between Swisscom (telecommunication industry) and media companies** allowing Swisscom with more than 3.000 movies/videos (amongst others about 10 blockbusters) a successful early-stage Swisscom TV VoD PoC at a time when the media industry was very reserved in cooperating with telecommunication companies.
- As freelancer and **head of the project 'www.swisscom.com - web redesign'** Klaus Pilz introduced a content management system and executed this change project on time though he had to manage resistance of existing organizational structures at the same time.
- As freelancer Klaus Pilz overtook the **lead of Swisscom's first e-shop-project** since costs of the project were not under control and a go2market has been steadily delayed; he managed to solve mainly by a strict supplier management all problems which allowed the launch of the e-shop without requiring additional funds within 6 months.

**1998 - 1999, VIP Net. d.o.o., delegated by Telekom Austria to Croatia, Zagreb**

Member of the Management Board of VIP Net responsible for Marketing & Sales

- **Building up from scratch the sales & marketing units** Klaus Pilz proved his capabilities to quick select success driven persons and form them to a team that jointly made the success of VIP Net, impressing the Croatian public due to its professionalism.
- Following a given time schedule Klaus Pilz succeeded in **selecting the strategically best fitting launch partners** with focus advertisement and communication agency, shops, roaming partners as well as an exclusively acting mobile supplier for the launch offering.
- With a **state-of-the-art product approach** focussing on introducing "Prepaid" into the market **within 6 months more than 150 k customers could be acquired** making VIP Net the **most successful launch of a mobile Operator ever in eastern Europe.**

**1996 - 1998, max.mobil. - (today T-Mobile Austria), 1030 Vienna**

Member of the Management Board responsible for the Company Setup, Finance and Strategy

- Klaus Pilz successfully **built up the structure and process organization** also providing the right company locations and office spaces needed for the quick growing startup.
- Having proved independency from Siemens **the shareholder BAWAG made Klaus Pilz to the head of finance and purchasing**, a role that the shareholder agreement has foreseen for the BAWAG (an Austrian bank).
- **Financing the startup in a highly dynamic market environment**, steadily requiring adjustments of the rollout business case, turned out as challenge since all shareholders followed partial interests; **Klaus Pilz perfectly orchestrated the different interests** in a way which was typically for him 'transparent, open and communicative without hidden agendas'; **he persuaded the shareholders with a strategic logic (later known as the**

**max.mobil. success story 'max2max 1 Schilling')** together with the whole management team and a consultant he had hired knowing him from a former cooperation.

### **1984 - 1995, Siemens AG Österreich, 1210 Vienna**

From commercial young managers pool to Division Manager (Management Board minus one)

- **Successful restructuring of the business unit I-Center** (wholesale division of Siemens for installation material): Klaus Pilz succeeded (though Mc Kinsey has failed) after carefully analysing E2E processes and the product portfolio by extending the offering and focussing on team building and introducing a business supporting process software to make the unit profitable within one year. His success made him the right candidate to overtake for Siemens Germany a comparable role in China but no salary package could be found fitting for both sides.
- **The successful restructuring of the business unit 'Fire Alarm & Intrusion Technology as well as Traffic Engineering'** was driven by introducing a strict governance with respect to offering processes, hindering any type of bribing, and introducing transparent business processes in conjunction with people management and at the same time upgrading the product & service portfolio towards a competitive level.
- The successes as young management resource of Siemens made him an ideal candidate for the position of a **personal assistant to the Deputy CEO** (responsible for the commercial field) and Member of the Board of Directors; in this position Klaus Pilz became well known as a highly analytically and strategically thinking person, committed not only to work "day and night" but also to deliver top results in different working areas which made him to a generalist prepared to overtake challenging management tasks - a reason why he was **nominated to attend the Top Executive Training Program**.
- As **Head of Financing Exports of Siemens in Austria** Klaus Pilz transparently and based on open communication cooperated with all business units; for the telecom and energy divisions he managed within short time to decisive contribute with funds covered by the Österreichische Kontrollbank AG (OeKB) acquiring volume contracts from abroad.
- Starting as **Management Trainee** Klaus Pilz already highlighted in the first six months of his Siemens career during a presentation to the management board of Siemens possibilities of improving profitability of traditional problem areas of Siemens. Being judged thereof as Management talent for **1.5 years he was educated** based on a specific Siemens Group training program **to a specialist for financing exports**.

### **1984, Auditing Firm Dr. Hermann Pucher, 1010 Graz**

3 months of auditing experience for applying as Commercial Management Trainee at Siemens

### **Internship, Miscellaneous**

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#### **09/2019 - 01/2020, World Trip - Sabbatical**

Evaluating places for offering inspiring innovation creation workshops around the world.

- Visit of TEKTELIC Communications Inc., a Telecom and IoT hard- and software supplier in Calgary to understand their E2E development and production processes.

#### **2019 - 2020, Drone Detection Operations Management, WEF at Zürich Airport**

As part of the overall airport WEF surveillance team responsible for the technical operations of the Drone Detection system.

**10/2014 - 01/2015, Personality Training (Marbella, Spain & Kloster Pernegg, Waldviertel, Austria) during Sabbatical**

Understanding in a face2face sports oriented (personal trainer) coaching as well as in a group development process of how to position on personal level to achieve set goals.

**1980 – 1984, Several apprenticeships in Austria, Germany, USA**

- Voest Alpine, Accounting - New York
- Daimler Benz, Market Research - Stuttgart
- Binder & Co, Controlling - Gleisdorf

**Education**

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**1997 - present, Regularly visits of international technology & business conferences**  
*to keep up-to-date knowledge of new technologies, business models and partner options (incl. startups), amongst others:*

- GSMA Mobile World Congress
- IBC, International Broadcasting Convention
- ANGA COM, Broadband, TV and Online
- ... or even industry specific congresses such as Airspace-World 2024 in Geneva

**2024 (ongoing), Special Education 4 Cycles Seminar 'Indian Life Lessons'**  
*to learn about new 'soft coaching techniques' (training institute, on request)*

**2023 - 2024, Certificate 'Mountain Hiking Guide'**  
*Styrian 'Bergsportführerverband, Körperschaft öffentlichen Rechts'*

**2015 – 2016, Certificate 'Medical certified Fasting Leader' (or 'diet companion')**  
*'Fastenwelt Training Center', Monastery Pernegg, Lower Austria*

**2004, Certificate 'Accredited Business Trainer'**  
*Austrian Chamber of Commerce (WKO) and 'incite' Training & Education GmbH*

**1990 - 1991, Certificate 'Postgraduate Management Studies'**  
*'Business and administrative management', Vienna University of Economics and Business*

**1987 - 1989, NLP based Top Executive Training Program**  
*Siemens group management training carried out by HR of Siemens AG Austria*

**1979 - 1983, Master of Business Administration, Karl-Franzens-University, Graz**  
*specialized in chartered accounting and marketing (gifted scholarships granted)*

**1978 - 1979, Commercial academy graduates' course, accomplished 'excellent'**  
*Bundeshandelsakademie HAK I, Graz*

**1970 - 1978, High School, Maturity Exam (Matura) accomplished 'great success'**  
*Realistisches Gymnasium, Gleisdorf*

## Interests

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### Sports

- Tennis: until 1986 semi-professional, Tennis Club Gleisdorf; member of the first club team that played in the first league of Styria - federal state of Austria
- Skiing
- Hiking & Snow shoeing
- Mountain Biking

**Traveling** in Europe and in connection with business development projects / negotiation experience in Canada, Japan, USA, Great Britain, China, South Africa, Hongkong, Egypt and Jordan

## Languages

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	<b>Proficiency Level</b>
<b>German:</b>	Native
<b>English:</b>	Advanced: speaking and writing
<b>French:</b>	Very basic knowledge
<b>Hungarian:</b>	Very basic knowledge



(Mag.) Klaus Pilz

Ostermundigen / Brunn a. G. 20th of April 2024