

STEPHANE PIQUE

Dollikerstrasse 68c • 8707 Uetikon am See, Switzerland
0041 78 633 05 44 • stephane@pique.ch

IOT/RFID EXPERT

Innovative, strategic and specialised sales and project management leader with over 20 years of extensive global RFID experience supported by 5 years of IoT expertise. Track record developing insightful strategies to successfully drive revenue and market share growth for major technology companies. Advised and coached over 100 end-user companies and conducted over 200 RFID technology workshops and presentations reaching over 10,000 people globally. A powerful communicator able to build strong and profitable relationships with C-level clients as well as OEM's, distributors, VAR's and systems integrators. Able to leverage a far-reaching global network of contacts within the IoT/RFID industry.

Core Competencies:

Implementation • Application Development • Strategic Planning • Project Management
Sales & Marketing Strategies • Business Development • Channel Development • New Markets
Client Education & Coaching • Account Planning & Management • Emerging Technologies

PROFESSIONAL EXPERIENCE

ZEBRA TECHNOLOGIES, Switzerland • 2013-Present (previously working for Motorola Solutions´ Enterprise Business which has been acquired by Zebra Technologies in 2014) Director, RFID Industry Solutions Group - Europe, Middle East & Africa

Lead formulation and execution of strategy, marketing and sales plans for RFID and IoT projects across selected verticals. Conduct in-depth market analysis of demand and trends and convert results into an astute vertical strategy, sales plans, and channel offerings to drive adoption of RFID technology. Create and implement a go-to-market plan for identified solutions and targeted partners across specific sub-verticals. Provide support to retail, manufacturing, transportation and logistics sales teams to drive customer demand and adoption of RFID and IoT technology. Create and grow a robust channel network with identified resellers, solutions providers, OEM's and alliance partners. Serve on both the EMEA strategy team and the Global ISG team.

- Helped transform the company from a hardware vendor into a creative solution oriented entity.
- Provided key input to sales teams in over 55 IoT/RFID projects for clients that included ABB, Beaumanoir, Burberry, H&M, the UN and Yara.
- Developed the partner strategy and led executive support for a proof-of-concept of the Zebra's largest RFID prospect in Fashion Retail with predicted turnover of over €100M.
- Served on global Privacy & Data Security Compliance Committee and global RFID training team.

IOT/RFID BUSINESS CONSULTANT, Switzerland • 2005-2013

Provided IoT/RFID business and process consulting, project management, solution design, business development strategies and training programmes for diverse companies and governments. Developed potential and process analysis for the effective use of IoT/RFID. Provided support to over 50 companies on IoT/RFID projects including the European Pallet Association (EPAL), MIGROS, Phonak, Schleuniger, Swiss Railway (SBB), Veolia as well as the European Commission, Ministry of Transport of Morocco, Ministry of Defence of Sharjah, and Ministry of Interior of Saudi Arabia. Coordinated and hosted educational IoT/RFID themed presentations and workshops.

Key Projects:

- 2012-2014: PT-A project leader for CEN TC225 on behalf of the European Commission, Europe, with a time restricted mandate to develop a common European RFID signage to communicate the presence and usage of RFID to consumers. Successfully delivered on time.
- 2011-2012: EPC/RFID Adoption Manager and group leader of 42 personnel focused on developing and publishing a guide for the management of returnable transport items (RTIs) utilising GS1 standards for GS1, Switzerland. Successfully launched on time.
- 2009-2010: Performed role of Chief Executive on a time restricted mandate to set up and launch a platform for ELAbestLog, subsidiary of the European Logistics Association (ELA), Brussels, Belgium. Concluded the successful launch on time.
- 2006-2009: Acted as European Director EPC/RFID on a time restricted mandate to initiate and head a number of GS1 programmes and projects funded by the European Commission. Successfully increased awareness of EPC standards in Europe and grew the EPC/RFID community by 65%.

**SEEBURGER AG, Germany/Switzerland • 2004-2005
Vice President, RFID Business Development**

Established new RFID business unit from the ground up including developing distribution, channels, and strategic relationships. Created technical concepts and managed all phases of resulting projects. Served on management team reporting directly to CEO.

- Assembled and led a high performance team that elevated the RFID unit into one of Germany's premier solution providers.
- Pioneered the creation of the RFID Tags for Free concept, a managed solution model charged on pay per use.
- Won a number of major RFID contracts for the company.

**GLOBAL ID TECHNOLOGIES, Attalens, Switzerland/Delaware, USA • 2000-2003
Vice President, Sales & Marketing**

Devised and executed a global sales and marketing strategy for this Sokymat Group subsidiary. Managed projects, negotiated quotations and contracts, and held budgetary oversight. Built a network to facilitate distribution, channels and strategic relationships.

- Boosted yearly sales by over 35% and landed the company's largest RFID contract.
- Led entry into new markets and increased USA sales by 55%.

**NAGRA ID SA, La Chaux-de-Fonds, Switzerland • 1999-2000
Sales & Marketing Manager****PHILIPS SEMICONDUCTOR AG, Zurich, Switzerland • 1993-1999
Account Manager, Market Segment Identification**

EDUCATION

Executive Bachelor in Economics (FH)
University of Applied Science, Zurich, Switzerland

Federal Diploma in Business Administration
KV Business School, Zurich, Switzerland

TRAINING AND CERTIFICATIONS

Certified Auditor of the Global Traceability Conformance Programme, GS1
Project Management, Global ID Internal
Accounting & Investment, Global ID Internal
Sales & Team Trainings

PROFESSIONAL MEMBERSHIPS

Member of OSEC Pool of Experts (Swiss State Secretary for Economic Affairs)
Co-Founder, COO & VP of EMEA operations of the International RFID Business Association
VP EMEA Operations of the RFID in Healthcare Consortium
VP EMEA Operations of the Intelligent Hospital
Member of the Board of Advisors of the Middle East RFID Association
Founding Member of the Management Board of RFID in Europe Association

LANGUAGES

Fluent in English, German and French

REFERENCES AND RECOMMENDATIONS

Available upon request and under www.pique.ch/recommendations

PROFESSIONAL NETWORKS

LinkedIn: www.linkedin.com/in/stephanepique (over 3.800 qualified contacts)
XING: <https://www.xing.com/go/invite/3247293.5c63a0> (over 1.000 qualified contacts)