



Frank Dehne

“Strategies for sustainable growth”

Frank Dehne was Regional Vice President of Salesforce and is an entrepreneurial growth expert specialising in start-ups and SMEs. He started his IT career in the 1990s with positions at, among others, SAP and Oracle. His aim is to enable customers to manage growth in order to make the leap to a larger enterprise. He always comes to the fore when leadership at a one-to-one level is no longer possible in a growing company, focusing on the implementation of scalable technologies. In his seminars and talks, he inspires participants with a wealth of practical examples. He knows how to inspire people and encourage them to grow.

Themes

› **Scale50 – management instruments for the leap from a small to a medium-sized company**

- How you can obtain, at a glance, the decisive information for your company during the growth process
- How to neutralise time-consuming processes and gain time for the essentials
- How to motivate your staff and customers for the change process of growth
- How to build an organisation that can dynamically adapt to changing needs

› **Success factor customer enthusiasm – generating „wow feelings“**

- How to incorporate the experience of your employees into product development and trigger their enthusiasm
- How customers become innovators of your product and ambassadors of your brand
- How to create connecting experiences with your product and increase its customer value emotionally

› **Scaling as a success factor – sustainable growth for SMEs**

- How to lay the foundation for sustainable growth
- How to analyse your individual growth path and define goals
- How to develop your growth strategy and make it measurable
- How to tap the full potential of your revenue drivers
- the German-speaking countries, Salesforce



References & Press

- 1986–1988: Reserve Officer, German Armed Forces
- 1995–1998: Finance Manager, Atelier für Architektur & Design
- 1998–2000: Implementation Consultant, ods GmbH
- 2000–2002: Implementation Manager, UNIT4 Agresso AB
- 2002–2006: Sales Manager, 3pleP Application GmbH
- 2007–2008: Telesales Account Manager, SAP
- 2008–2010: Sales Director, ifb AG
- 2010–2014: Senior Sales Manager, Oracle
- 2014–2017: Sales Director for start-ups & SMEs in in the German-speaking countries, Salesforce
- 2017– to date: Regional Vice President for start-ups & SMEs in the German-speaking countries, Salesforce

Fees & Languages

Keynote speech E

Daily rate E

Languages  

Travel costs

Dusseldorf



Media