

 Gerald Heise

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'FRESH IDEAS' are my passion.  
I'm an experienced Solution Developer & Customer  
Experience Manager.

Projects are my business.

Architectural, Broadcast, Sport, Retail, Art, Cruise Ship, Education, Film, Show, Entertainment and Concert  
Touring.

I am specialised and expert in AV (Audio & Video), Lighting & Lighting Controls technologies.

I communicate with and maintain my business network of designers, architects, agencies, production  
companies, system integration companies & project developers about solutions & projects daily.

I am an experienced Solution Developer & Customer Experience Manager since long time.

I am cooperating with international manufacturers for the markets of Audio, Video, Lighting & Lighting  
Controls.

**May I support your business, projects & success?  
I would love to join your team.**

### **Personal KPI's**

- Dipl. Ing., B.Sc.EE
- Able to create Solutions and conceptional Designs
- Able to motivate and cooperate
- Strong sense of Entrepreneurship
- 100% Customer Support & Spirit
- Languages: German, English and Danish
- 10+ years of prior revenue generating sales for products and innovation experience
- Experienced in CRM / ERP systems
- Organised, detail-oriented, and with the ability to multi-task in dynamic, fast-changing entrepreneurial environments
- Able to integrate knowledge across disciplines
- Strong business acumen, ethics and high integrity
- Present concepts and services to corporate & creative accounts
- Ensure relationships with key decision-makers for accounts that will provide new business are continuously developed and relationships are strengthened and grown
- 15 + years of experience as a Speaker and Trainer
- 20 + years of Business Development & Solution Design

### **KPI's**

- 20+ years of Lighting Experience
- 15+ years of Project Sales & Management
- Lighting Controls Expert
- People Networker
- Passion for Innovation Development
- 3D Visualisation Expert
- Lighting Design by Passion

- E-Bike Specialist

## Experience Log

### **INTERNATIONAL BUSINESS DEVELOPMENT | (L&L) LUCE&LIGHT | ITALY | 2023 UNTIL TODAY**

- ☑ Lighting Design for Projects
- ☑ Projects & Technical Sales Germany
- ☑ Technical Project Specifications & Solution Designs
- ☑ Design and Winning Presentation of Project Concepts
- ☑ Active Sales & Management of Project Proposals
- ☑ Active Networking with agencies, designers, architects and investors
- ☑ Cold Call Story Telling
- ☑ Entrepreneurship and Story Telling in front of small to large groups

(L&L) LUCE&LIGHT is a Manufacturer of high quality lighting fixtures for the OUTDOOR & INDOOR markets.

Markets:

Permanent architectural installations for Shopping Malls, Lobbies, Museums, Conference Centre, Art Exhibitions, Airports, Cruise Ships, Swimming Pools, Landscape Architecture

### **INTERNATIONAL BUSINESS DEVELOPMENT | SEEBACHER GMBH | GERMANY | 2021 UNTIL TODAY**

- ☑ Lighting Design for Projects
- ☑ Projects & Technical Sales Germany
- ☑ Technical Project Specifications & Solution Designs
- ☑ Design and Winning Presentation of Project Concepts
- ☑ Active Sales & Management of Project Proposals
- ☑ Active Networking with agencies, designers, architects and investors
- ☑ Cold Call Story Telling
- ☑ Entrepreneurship and Story Telling in front of small to large groups

Seebacher GmbH is a Manufacturer and System Integrator of Smart Building Solutions from Germany with a 30 years experience in design, projects, development and manufacturing. Customised solutions are key.

Markets:

Permanent architectural installations for Shopping Malls, Lobbies, Museums, Conference Centre, Art Exhibitions, Airports and Art Centre.

## **NEW BUSINESS DEVELOPMENT | CLIMAR LIGHTING | PORTUGAL | 2020 UNTIL TODAY**

- ☑ Lighting Design for Projects
- ☑ Sales Channel Development in Germany
- ☑ Technical Project Specifications & Solution Designs
- ☑ Design and Winning Presentation of Project Concepts
- ☑ Active Sales & Management of Project Proposals
- ☑ Active Networking with agencies, designers, architects and investors
- ☑ Cold Call Story Telling
- ☑ Entrepreneurship and Story Telling in front of small to large group

CLIMAR Lighting is a lighting manufacturer from Portugal with a 40 years experience in design, projects, development and manufacturing. Customised solutions are key.

Markets:

Permanent architectural installations for Shopping Malls, Lobbies, Museums, Conference Centre, Art Exhibitions, Airports and Art Centre.

## **PROJECT DEVELOPMENT | LEDKON | GERMANY | 2018 UNTIL 2020**

- Project Development Germany
- Sport Projects Germany
- Technical Project Specifications & Solution Designs
- Project Management
- Programming Control Network Solutions

LEDKon is a manufacturer of sport lighting fixtures.

LEDKon is a system integrator for sport projects from small football pitches to large arenas.

Product Innovation:

Wireless Mesh Networks

Markets:

Outdoor Sport Pitches, Indoor & Outdoor Sport Arenas

## **NEW BUSINESS DEVELOPMENT | VISUAL PRODUCTIONS | THE NETHERLANDS NL | 2018 UNTIL TODAY**

- Sales Channel Development Germany
- Projects & Technical Sales Germany
- Technical Project Specifications & Solution Designs
- Design and Winning Presentation of Project Concepts
- Active Sales & Management of Project Proposals
- Motivative, supportive and inspiring Team Work
- Active Networking with agencies, designers, architects and investors
- Cold Call Story Telling
- Entrepreneurship and Story Telling in front of small to large groups

Visual Productions is a manufacturer of Control Systems for Lighting, AV & Multimedia.

Product Innovation:

CueCore2 | IOCore | TCIP UDP OSC Communication

Markets:

Shows, Exhibitions, Conferences, Events and permanent architectural installations for Shopping Malls, Lobbies, Museums, Conference Centre, Art Exhibitions, Airports and Art Centre.

## **NEW BUSINESS DEVELOPMENT | KINETIC LIGHTS BY WHITEVOID GMBH | BERLIN D | 2017 - 2018**

- ☑ International Sales Channel Development
- ☑ International Projects & Technical Sales
- ☑ Technical Project Specifications & Solution Designs
- ☑ Design and Winning Presentation of Project Concepts
- ☑ Active Sales & Management of Project Proposals
- ☑ Motivative, supportive and inspiring Team Work
- ☑ Management and Development of Service & Maintenance Contracts
- ☑ Active Networking with agencies, designers, architects and investors
- ☑ Cold Call Story Telling
- ☑ Development of Business Models
- ☑ Entrepreneurship and Story Telling in front of small to large groups
- ☑ Sponsor Development Activities

Kinetic Lights is a manufacturer and creator of artificial Kinetic Displays/Chandeliers. Its art, pure creativity and a breath taking experience when ceilings begin to perform and interact.

The company have a great expertise for permanent installations of Kinetic Systems as well as for the most prestigious shows and events world wide. Made in Germany.

Product Innovation:

Innovative entertainment winches with 3D Control Software and innovative lighting objects

Markets:

Shows, Exhibitions, Conferences, Events and permanent architectural installations for Shopping Malls, Lobbies, Museums, Conference Centre, Art Exhibitions, Airports and Art Centre.

## **SALES NETWORK DEVELOPMENT | BB&S LIGHTING A/S | COPENHAGEN DK | 2013 - 2017**

- ☑ International Sales Channel Development
- ☑ International Sales Partner Development
- ☑ Management of international Sales Partner Network
- ☑ Development of Business Models
- ☑ Management of Projects & Partner Sales
- ☑ Technical Project Specifications & Technical Sales
- ☑ Motivative & inspiring Team Work
- ☑ Lighting Design, Concepts, Presentations and Proposals
- ☑ Networking with agencies, designers, architects and investors
- ☑ Seminar & Training Activities

BB&S Lighting is a manufacturer of high quality and innovative lighting solutions. Made in Denmark. BB&S has developed the innovative Remote Phosphor Technology and is certified as the top player for highly efficient white light key lighting fixtures with a perfect color rendition and light spectrum.

Product Innovation:

Remote Phosphor Full Spectrum Soft Lights, High Quality LED Engines

Markets:

Film and Video Production, Broadcast, Photo Production and Architectural Project Installations

**CUSTOMER EXPERIENCE & SALES NETWORK MANAGEMENT | CLAY PAKY A.P.S. | SERIATE I | 2010 -**

**2012**

- Customer Experience Management
- Networking with agencies, designers, architects, specifiers and investors
- Sales Partner Management
- Technical Sales
- Lighting Design, Concepts, Proposals, Training and Presentations

**PRODUCT MANAGEMENT & HEAD OF BUSINESS UNIT| MARTIN PROFESSIONAL A/S | AARHUS DK|**

**1996 - 2007**

- Product Management & Head of Business Unit SSE | Control Systems | Media Servers
- Product and Marketing Strategy
- Budgets & Results
- Team Management
- Technical Sales
- Stage/Studio/Entertainment Market Development.
- Networking with agencies, designers, architects, specifiers and investors.
- Lighting Design, Concepts, Proposals and Presentations

The List of Experiences is not complete. For a complete Experience Log please consult my Online Profiles.

## Education

FH Lübeck D | Dipl. Ing. Electronic Engineering | 1992

Lauenburgische Gelehrtenschule Ratzeburg D | German Highschool Diploma | Abitur

## Personal Education

Sales Techniques | DK

Product Management Techniques | DK

Young Manager Education | DK

Certification Teacher & Trainer | DK

Laserschutz-Beauftragter | D

## Awards for Innovation

- ✔ MAC 600 Intelligent Moving Light  
Martin Professional DK
- ✔ MAC 2000 Intelligent Moving Light  
Martin Professional DK
- ✔ TrackPod Follow Spot Tracking System  
Martin Professional DK
- ✔ Sharpy Intelligent Moving Light  
Clay Paky IT
- ✔ Pipeline Remote Phosphor Lighting  
BB&S Lighting DK
- ✔ DigiSpot Digital Moving Lights  
ROBE Lighting CZ
- ✔ Maxedia Media Server  
Martin Professional DK

## References

- ✔ Mr. Matthias Kern  
Teamleiter Licht- & Mediatechnik  
SWISS TV tpc SR | Zürich | Switzerland  
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- ✔ Mr. Maarten Engels  
CEO of Visual Productions  
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www.visualproductions.nl  
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- ✔ Mr. Pio Nahum  
CEO of Clay Paky  
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## Technology KPI's

- ✔ Lighting Technology Expert  
LED | OLED | Control Systems | Smart Building
- ✔ Media & AV Technology Expert  
Audio | Digital Signature | Media Server
- ✔ Tracking Technology Expert  
Beacon | Tag | Camera Tracking
- ✔ Communication & Network Expert  
DMX | sACN | DALI | BLE | MIRA | WIFI | ARTNET
- ✔ CAD & 3D Visualisation Expert  
Design | Presentation
- ✔ Customer Experience & Engagement Expert  
Interactive Solutions
- ✔ Video & Creative Suite Expert  
Design | Presentation | Digital People
- ✔ E-Bike Specialist  
Technical & Commercial Expertise