



Gerald Heise

Mobile Me | +49 171 3180192
Mail Me | gerald.heise@geraldheise.de
Private Address | Riesebusch 40e
| 23611 Bad Schwartau D
Online Profiles | LinkedIn
| XING

'FRESH IDEAS' are my passion.
Lighting Controls and Lighting Solutions are
part of my daily life.

I always love challenges and am a Brand
Ambassador with a strong team inspiring spirit.
The creation of Customer & Team Experiences
are my motivation.
I do want to understand, listen & create.

Thank you for your interest in
my Works & my Portfolio.



Executive Summery

I am an experienced International Manager for Customer Experiences.
I am a Networker with an active network of international sales & project partners, lighting designers, creatives, agencies, lighting manufacturers and system integrators worldwide.
I am a Brand Ambassador with the mentality to create awareness and business opportunities.

The markets of Entertainment and Architectural projects are my field for activities.
Lighting & Lighting Controls are my background.

May I support your business, projects and success?

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

- ☑ 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

Experience Log

BRAND AMBASSADOR | FORMALIGHTING | ITALY | 2024 UNTIL TODAY

- ☑ 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 group

formalighting is a lighting manufacturer from Italy. Customised solutions are key.

Markets:

Permanent architectural installations for Shopping Malls & Retail

Indoor Lighting

Motorised Lighting Fixtures for Architectural Lighting

BRAND AMBASSADOR | LUCE&LIGHT (L&L) | ITALY | 2023 UNTIL TODAY

- ☑ 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 group

L&L is a lighting manufacturer from Italy. Customised solutions are key.

Markets:

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

Outdoor Lighting Market | Underwater Market | Maritime Business

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

- ☑ Sales Channel Development International
- ☑ 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.

BRAND AMBASSADOR | CLIMAR LIGHTING | PORTUGAL | 2020 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
- ☑ 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
- ☑ Programming Services for Projects

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

Product Innovation:

CueCore | 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
- ☑ Brand Ambassador

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
www.tpcag.ch
matthias.kern@tpcag.ch
- ✓ Mr. Maarten Engels
CEO of Visual Productions
Haarlem | The Netherlands
www.visualproductions.nl
me@visualproductions.nl
- ✓ Mr. Pio Nahum
CEO of Clay Paky
Seriate | Italy
www.claypaky.it
pio.nahum@claypaky.it

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 | ARNET
- ✓ CAD & 3D Visualisation Expert
Design | Presentation
- ✓ Customer Experience & Engagement Expert
Interactive Solutions | SaaS Event Management
- ✓ Video & Creative Suite Expert
Design | Presentation | Digital People
- ✓ BIM Specialist