KOMOR

Ralf H. KOMOR

Executive Interim Manager

for B2B Sales, Turnaround & Transformation

Operational Leadership. Fast Diagnosis. Measurable Results.



35+ years of international B2B sales experience

15 interim management projects

up to **EUR 120 million** revenue responsibility

up to **850** employees in sales organizations

When I Create Value

When sales performance falls short of its potential, a leadership position needs to be filled at short notice or a strategic realignment must be implemented. I take operational responsibility, create clarity and develop a high-performing and future-proof sales organization together with the people in the company.

My Core Competencies

Sales Forensics®

Proprietary analysis and structuring tools for fast diagnosis, clear prioritization and focused implementation.

Sales Leadership & Turnaround

Operational leadership, stabilization and performance improvement in B2B sales.

Growth & Business Development

International markets, key accounts and new business models.

Organization & Sales Excellence

Sales processes, roles, interfaces, KPIs and pricing.

Sales Digitalization

CRM, AI, automation and scalable, future-proof sales processes.

Proven Results

+25 % revenue increase in the first year

–50 % proposal cycle reduced

+20 % price increases achieved

3 months → 21 days sales cycle reduced

5x more new customer inquiries within six months

Industries & Experience

Companies

Startups, scaleups, family-owned businesses, SMEs, corporations and private equity, including exit preparation.

Industries

Mechanical and plant engineering, building technology, cooling and climate technology, technical services, software / SaaS and industrial products / services.

Sales Environment

Building, reorganizing and professionalizing sales teams as well as implementing scalable and robust sales processes.

Education, Awards & Profile

- Dipl.-Ing. (Industrial Engineering)
- Certified Advisory Board Member
- Transformation & Turnaround Manager (IfUS)
- Interim Management Excellence Award for Digitalization
- Springer author & sales blogger

Resulting instead of Consulting®

I work with the people in the company and ensure that changes remain effective and sustainable beyond the mandate.