

# Daniel Loeffler

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28 Allée de la Pépinière  
F-60260 Lamorlaye  
France

Phone Direct : +33 3 4421 8709 (+1 GMT)  
Voice Mail/Fax : +1 408 907-2020 (24/7)  
E-mail : dloeffler@orange.fr  
GSM : +33 6 7984 1194 (+1 GMT)

## Career Objective

Senior sales position within the broadcast video, security or technology products sector within the North American market for domestic or international regions. Available for relocation.

## Qualifications and expertise

- ◆ Fifteen years international world-wide C-Level global sales hunter and marketing experience selling professional CCTV, video compression reference designs, TCP/IP streaming, high definition media players, and embedded systems to major corporations, distributors, VAR's, military / defense, OEM's, and system integrators worldwide
- ◆ Established North American subsidiary office for French multimedia company in Silicon Valley (1997- 2001) and developed business from zero to \$ 2,000,000 turnover for 2002 within the system integrator MPEG-2, digital video reference designs and embedded systems markets
- ◆ Consistently maintained successful selling of high margin products (>+50%) for VAR's, ODM's, system integrators, distributors, and OEM's with profitable net margins and increasing sales turnover yearly in new territories
- ◆ Created ten new sales channels in multi-cultural countries in less than two years contributing to over 65% of new sales in Asia-Pacific, Europe and North America. Organized and participated in Trade shows at NAB USA, IBC Netherlands, IFSEC UK, ESSEN Security Germany, CeBIT Germany, IFA Germany, CEATEC Japan, ISC USA, COMDEX USA
- ◆ Successful market penetration and sales of CCTV, IP network streaming, corporate, broadcast and communications products into niche channel, multi-cultural markets
- ◆ President's over quota club seven times with last three American companies since 1979

## Career History

**Sales EMEA Export Channel Development** – mediatvcom - www.vidip.tv - 2006 - present - Paris, France  
European sales and marketing of broadcast video routers for transport over IP networks targeting broadcast, TV, news gathering and real-time applications for corporate end-users, distributors and system integrators within EMEA and Asia.

**Sales Manager Europe** – TransTechnology /NeoLitic - 2003 - 2005 - www.trans-technology.com - Germany - France  
European sales and marketing for TransTechnology Japan of high definition CE media IP HD players, MP3 and other media connect products. Set up distribution, internet sales and dealer channels throughout Europe.

**Sales Manager CCTV** – EGG Solution Optronics / CCTVip consulting - 2002–2003 - Paris, France  
World-wide sales responsibility for CCTV and video surveillance products specialized in 360 degree IP MPEG-2 / high performance cameras and digital video recorders (DVR) for ruggedized applications. Targeting distribution, system integrators, value added resellers and OEM markets

**Sales and Marketing Director** - VITEC Multimedia - www.vitecmm.com 1993 - 2002 - Sunnyvale, California - Paris, France  
Established new distributors and North American subsidiary for multimedia hardware and software, MPEG-2 digital TCP/IP streaming servers, proprietary reference designs, embedded systems and video surveillance products worldwide. Managing staff of seven persons in sales, technical support and marketing for distributors, system Integrators, VAR's and OEM's in Europe, North America, Middle East and Asia-Pacific. Products included MPEG-2 encoders/decoders, semiconductors, DVD software and video capture hardware for professional multimedia, system integrators, networking, broadcast, DVD production, video security and communications market.

**District Sales Manager** - Spectrographics, Inc - 1983 - 1992 - Los Angeles, California - Europe  
Responsible for direct sales over \$19 million of IBM compatible workstation and communications hardware/software and real-time simulation systems to Fortune 500 and OEM accounts in the CAD/CAM/CAE engineering and manufacturing market place within the aerospace/defense sector. Relocated to Europe in 1991 with the Graphic Software Solution division that was purchased by Spectrographics.

**Education** - Orange County University / USC Marine Research / San Pedro, California AA degree, USC marine science work study, Crosby's TQM and sales management training; Learning International's Interpersonal Managing Skills (IMS) course. United States and European citizenship. USA DOD DISCO security clearance 1983