

BMG Global Sales Development

Munich, June 1, 2006

BMG GSD, Karl Kornwolf  
+49 89 4111 4634

Category:  
Organization

Distribution list:  
Heads of BMG Germany  
Heads of BMG World  
Employees of BMG World

BMG Circular No. 43/2006

## **Organizational Announcement Global Accounts & Sales Development (GSD) and Program Office (PO)**

We are pleased to inform you that **Philippe Pannetier** has been appointed as **Head of Global Accounts & Sales Development** of our BenQ mobile Global Sales Organization. He is taking over responsibility with effect by 1<sup>st</sup>. of June and will report directly to Clemens Joos.

Karl Kornwolf will be assigned Deputy to Philippe Pannetier.

Matthew Goodman will be the assigned Head of Business Administration (BA) to the GSD team and further continue his responsibility of SOC.

Within our decentralized market oriented business model the GSD team will be a complementary partner to Sales Regions. The platform to drive the definition and implementation of a global sales development will be the Global Sales Board. Members of Global Sales Board will be the CEO, Regional Managers, CM, Marketing & GSD.

The GSD organization will drive Sales Excellence with the 2 key Sales levers **Account Management (AM)** and **Channel & Market Programs (CMP)**:

### **Account Management (AM) – Philippe Pannetier**

- Vodafone (VF), Stefan Hanika
- T-Mobile (TMO), Gunther Hartl
- Telecom Italia Mobile (TIM), Claudio Lettori
- Telefonica (tbd.)
- France Telecom/Orange, Ariane Fricke
- Carphone Warehouse (CPW), Robert Pryke

The accounts will be assigned according to business impact and priorities (e.g H3G).

### **Channel and Market Programs (CMP) – Karl Kornwolf**

- Market Programs (MP) – *Drive Sales Development with Regions and central alignment with Category Management & Marketing, Michael Kaiser*
- International Retail Management (IRM) – *Drive Sales Development of Retail Channel; provide tools & support with best practices, Robert Pryke*
- Mobile Network Operator Programs (MOP) – *Drive Sales Development of Mobile Network Operators; account segmentation & common integrated planning with IRM, Gaurav Rastogi*
- Siemens Account – *Drive Account Development, Joerg Karpinski*

In addition to the sales activities the general task of Channel & Market Programs is the optimization of roles and processes to continuously improve the GSD organization and further increase of cross functional effectiveness.

Thanks to the Program Office team under lead of Karl Kornwolf we are now able to ensure further implementation of our turnaround activities driven by the respective initiatives owner.

After achieving a very successful carve out of our business and first achievements of our well defined turnaround program we strongly believe it is the right point in time to transfer the complete implementation responsibility back to the respective functions and transfer the program office team to the most important task within these functions.

The initiatives represented by the functional head will be continuously reviewed by David Wang and Clemens Joos.

We are very glad to assign Philippe Pannetier and his deputy Karl Kornwolf to our new Global Sales Development responsibility. The combination of sales field experience and senior turnaround capability will be a key contribution to our success.

Please give the new team your fullest support.

sgd. Clemens Joos

sgd. Jerry Wang