

# German Sacristan

Sales and Marketing, Business Development

803 Silverton Ct. Cary, North Carolina 27519 ♦ 1-703-598-2690 ♦  
german.sacristan@hotmail.com

---

German has worked in the field of Sales and Marketing and Business Development for over 26 years for such firms as Kodak and Xerox. He has led sales and marketing teams, published articles and a book, and delivered highly rated seminars and presentations. German is a strategic thinker who approaches the market with a creativity and passion that is reflected in his achievements and in the testimonials of his clients, audiences and subordinates.

## Expertise

- 26 years of sales, marketing and business development experience
- Over 7 years of P & L experience running two successful businesses
- 12 years successfully managing and guiding teams of professionals
- 14 years of direct marketing thought leadership

## Achievements

- Grew Spanish market share for Creo Spire Color Servers from 26% to 79%
- Won the Xerox Sales MVP award in New York
- Launched marketing programs with double digit response rates and positive ROIs
- Authored "The Digital & Direct Marketing Goose"
- Published successful marketing and business articles worldwide
- Delivered highly rated marketing and business seminars worldwide

## Work History

- Independent Sales and Marketing Consultant 2014 to present
  - X1 and Phillips Direct (London), Estudios Durero (Spain), LEN (Mexico)
- Kodak Graphic Communication Group (B2B) 2003 to 2014
  - US&C/Latino America Business Development Leader
  - Europe/Africa/Middle East (EAMER) Business Development Leader
  - Southern Europe Business Manager (Creo)
- Xerox 1997 to 2003
  - Spain Digital Print Color Business Specialist/Manager
  - New York and Denver Account and Sales Manager

## Education

- C.O.U., Colegio Bellas Vistas, Madrid
- Spanish-English Bilingual

For more detail information visit [www.germansacristan.com](http://www.germansacristan.com) or my LinkedIn page