



*“Customers expect selling organizations to creatively package, price, and deliver a complete solution, bringing together necessary partners or products to solve their unique business problems. CPS’ account management tools elicit the creative talent of selling organizations to deliver innovative solutions that the customer will pay for.”* - Marco Kraehenbuehl

A respected sales executive and change agent, Marco is a partner with Critical Path Strategies – Europe. He counsels clients in business development, sales process, account management, winning sales strategies, and closing complex sales. Multilingual, he also facilitates workshops and coaches in French, English, German, and Italian.

During his 36-year career with IBM, Marco held senior positions in business management, sales and sales management, services, and marketing. His experience consulting with industry-leading clients like Nestlé and Philip Morris spanned Central and Eastern Europe, Russia, Africa, and the Middle East.

Most recently, Marco served as managing director with responsibility for all IBM business relations, products, and services for Nestlé worldwide. Previously, as vice president of global services he redesigned the IBM services portfolio and services organization for the European Central Region, which comprised 8,500 professionals across numerous countries. As services executive – Central Eastern Europe and Russia, he led services in 22 developing countries. He transformed this troubled organization, tripling revenue and profit in five years.

Marco has a master’s degree in electrical engineering from the Swiss Federal Institute of Technology in Zurich (Eidgenoessische Technische Hochschule Zuerich).

Marco and his wife share their time between Lablachère (France) and Villetle (Switzerland). They have two grown children. In his spare time, Marco enjoys painting, playing tennis, skiing, and spending his time on the lake in Geneva.

