



JOERG P. SZYBALSKI

Biography

Joerg P. Szybalski is Chief Executive Officer of trueX AG, a business development agency specialized in the architectural and industrial market from their office in Kt. Zurich, Switzerland.

Backed through personal in-house consulting and management experience in multinational companies for the subject of business development over decades, trueX AG offers sales and marketing services for industry leading clients like as building product manufacturers, distributors, architects, engineering service firms, sub- and turnkey contractors. trueX services ranks from building market knowledge, business strategy consultancy, pull and push marketing over sales coaching and value oriented sales strategies on key account level. Business development in the today's challenging environment is trueX passion regardless if a new client, a new market or a new technology should be encountered.

trueX, has gained rapidly a solid customer and project basis for various markets and technologies. Their regional and international clients are primarily well known brands with an annual sales range from about € 5 million to over € 15 billion. trueX focuses midsize hidden champions pushing their regional expansion as well as technology driven global players for their market roll out process of new technologies and to new markets.

Before founding trueX in 2015, Joerg P. Szybalski was Senior Vice President of Sika Services AG, where he had the global business line responsibility for the Façade, Window and Glass market for 10 years. Main achievements within the sealant and adhesive market were a dynamic and profitable sales enlargement and a gain of global market share from almost scratch to over 20%.

At Wacker Chemie, Munich Germany he has managed their sales and marketing activities as a global business manager for the sealant market for over 10 years. Main task was the successful introduction of a downstream business model without cannibalizing the traditional upstream sales volume. Before joining into the global business position Joerg P. Szybalski were having a regional sales manager position in Wacker Chemie serving midsize customers and key accounts with the range of silicones in various industries.

Born 1960 in Germany and after having finished his high school education, Joerg P. Szybalski has decided to attend the business school at Fernuniversität Hagen, Germany simultaneously to his career. As a hands-on and open minded personality with strong social and management skills he is ambitious for complex marketing and sales strategies and business situations. In his private life Joerg P. Szybalski is married for 30 years and father of four children. He loves sports, reading books, listening to music and attending culture events.