

# Bernd Wechner – Sales and Partnership Manager

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## Skills

Math and Physics, Software Engineering, Programming, Networking and network management, Project management, Team management, Technical writing, Training course design and delivery, Quality assurance, Process automation, Language and cultural awareness.

## Professional Summary

### Sales and Partnership Manager

I managed sales for Echoview, bringing revenue over \$2 million per annum on a trajectory to \$3 million per annum. Specific areas of focus and reform including marketing, licensing, pricing and global reseller network development and empowerment. I completed the High Performance Sales course.

### Quality Assurance Manager

I started formal testing on payphone systems, have professionally tested Tasmanian Government websites in development, supported development of a regression testing automation system, managed a quality assurance team across three corporate divisions (stable software releases, venture software development and hardware measurement systems), implemented testing in Python and with Django and with pywinauto and Selenium (browser testing). I champion quality both hands on and at a policy and organisation level.

### Technical Writer

I have co-authored a few papers, written extensive technical documentation for and the English help systems for the payphone management systems REMAS III, and for the Hydroacoustic data processing software Echoview and managed delivery of same for the Data fusion software system Eonfusion. I have written extensive internal documentation on algorithms have also written extensive material in support of training courses, and published research on Suite 101 and publish on dev.to today, and may start up on substack some time. My preferred tools for mathematical documentation are LaTeX in the LibreWriter at present.

### Software Trainer

I developed and delivered training courses for payphone management systems in English, German and French, and subsequently for hydroacoustic data processing software (Echoview). I have delivered training courses across the world and online and presented at numerous conferences and trade shows.

### Software Project Manager

I brought Eonfusion project (a data fusion software product) to market, on budget, on time by implementing McConnell's 3-point estimation PERT variant training teams in its use and professionals to deliver off the cuff estimates comfortably, and useful for planning (the power of best, worst and most likely case estimation). I have completed numerous management courses (People in Projects, High Performance Communication, Practical Project Estimation, Project Management Advanced, CMMI-SE/SW for Senior Managers).

### Full Stack Developer

With a masters degree in Information Technology and Telecommunications, I manage a LAN, with servers, and develop websites for personal and community use. Strengths include all levels from bare metal up to the UI (though I favour good designers for UI work support). My favoured stack at present includes: Ubuntu, Lighttpd, uWSGI, memcached, PostgreSQL, Django and naked JS client side with modest jQuery support. I have worked with Redhat, MS-Server, Apache, IIS, ASP, C#.NET, PHP and can bring into service any framework on demand of course, not least any of the front-end frameworks be that React, Angular, Vue, Svelte ... they all require modest familiarisation effort.

### Automation Engineer

I am a great champion of automation where it is possible. I cut my teeth on supervisory automation systems for cold rolling steel mills (FORTRAN on MicroVax VMS) and more recently was automating software testing for Echoview (Hydroacoustic data processing software with strong stability) including UI automation. I actively automate server management tasks dominantly in bash and Python. I have consistently resisted the false economy of not automating. With very few exceptions such resistance has been predicated on the false premise of no repetition foreseen. **My mantra:** When should you automate? When you can. You will not regret it.

## Career

|             |  |
|-------------|--|
| 2019 — 2024 | Quality Assurance Engineer, Echoview Software Pty. Ltd.                      |
| 2015 — 2019 | Global Partner Manager, Echoview Software Pty. Ltd.                          |
| 2015 —      | Full Stack Developer, Self-driven side gig                                   |
| 2011 — 2015 | Global Sales and Marketing Manager, Echoview Software Pty. Ltd.              |
| 2010 — 2011 | Sales Support (Infrastructure and Asia/Pacific), Echoview Software Pty. Ltd. |
| 2006 — 2010 | Project Manager, Myriax Software Pty. Ltd.                                   |
| 2003 — 2010 | Manager of Support, Quality Assurance and Documentation, SonarData Pty. Ltd. |
| 2002 — 2003 | Manager, User Support and Training, SonarData Pty. Ltd.                      |
| 2002        | Test Engineer, Dytech Solutions Pty. Ltd.                                    |
| 2000 — 2002 | Software Engineer Larrisun Pty. Ltd.   |
| 1998 — 2000 | Customer Support Engineer, Landis and Gyr Communications                     |
| 2000 — 2001 | Traveller Australia  |
| 1997 — 2010 | Company Director, Larrisun Pty. Ltd.   |
| 1997        | Technical Consultant, BHP Research   |
| 1995 — 1996 | Telecommunications Engineer, Swiss Telecom PTT                               |
| 1995 — 2003 | Contributing Editor, Suite101.com  |
| 1993 — 1995 | Traveller Asia and Europe  |
| 1992 — 1993 | Research Engineer/Liaison Officer, BHP Sheet and Coil Products Division      |
| 1991 — 1992 | Traveller Europe   |
| 1986 — 1991 | Research Engineer, BHP Sheet and Coil Products Division                      |
| 1983 — 1986 | Mechanical Engineering Trainee, BHP Coated Products Division                 |
| 1979 — 1980 | Newspaper delivery, Northwest Star   |

## Experience

### The SonarData/Myriax/Echoview years

#### Global Partner Manager, Echoview, Echoview Pty. Ltd. 2015-2019

With an expanding reseller network and related work, I focused formally on the growth and support of the reseller network across the globe and strengthening the relations we had with echosounder manufacturers and collaboration with them. I managed individual sales representatives employed for the distinct regions of North America, Europe, Asia/Pacific and Latin America.

#### Global Sales and Marketing Manager, Echoview, Echoview Pty. Ltd. 2011-2015

I brought the business over the \$2 million annual revenue threshold and set it on a trajectory to reach \$3 million annual revenue by augmenting and altering the preexisting direct sales approach with:

1. **Branding revision** (uniforms for direct sales staff, conference bling, DL format brochures and more)
2. **Investing in marketing** (hiring a marketing professional, website revision, research into ROI of various marketing channels)
3. **Review of pricing** (moving from a very complicated pricing model that required resellers to request quotations from us, to a much simpler model that empowered resellers to quote from a price list)
4. **Revision and expansion of our reseller network** and the contracts we had with them, empowering them to demonstrate and quote more independently.
5. **Strengthening ties with key hardware suppliers** whose products we complement, at the outset Simrad (Kongsberg Maritime), BioSonics and HTI, courting also Sound Metrics and BlueView.

#### Sales Support (Infrastructure and Asia/Pacific), Echoview, Echoview Pty. Ltd. 2010-2011

Moved into Echoview sales, to enhance and maintain the in-house developed License manager (ASP, C# .NET) and support direct sales taking on the Asia/Pacific region of direct sales and managing a small number of resellers in that region. Continued to maintain the in-house License manager until 2024.

## **Manager of Support, Quality Assurance and Documentation**, SonarData Pty. Ltd. 2003-2011

Managing the Support, Quality Assurance and Documentation (SQuAD) needs across three corporate divisions (Echoview, AQ1 and Eonfusion) with a team of up to 10 members.

## **Manager, User Support and Training**, SonarData Pty. Ltd. 2002-2003

Tasked with the design and delivery of a three day training course in basic hydroacoustics and Echoview software, with 12 weeks lead time. Managed customer support and worked on the Echoview 3 help system in parallel to garner the skills needed. After a very successful and well received course delivered in Seattle and Anchorage, continued managing the ongoing user support, training and documentation needs, delivering this training course as needed.

## **Education**

**Master of Engineering (IT&T)**, Flinders University of South Australia 1995-96

**Bachelor of Engineering (Mechanical)**, Honours class II, University of Wollongong 1983-86

**Higher School Certificate**, Physics prize, Engadine High School 1981-82

**Junior School Certificate**, German prize, Mount Isa State High School 1978-80

## **Selected Training Courses**

**Robotic Vision MOOC**, Queensland University of Technology, 2015

**No nonsense web intelligence**, Online Impressions, 2010

**People in Projects**, The Training Consortium, 2008

**High Performance Communication**, High Performance, 2005

**High Performance Sales**, High Performance, 2005

**Practical Project Estimation**, SEA Education services, 2004

**Project Management Advanced**, SEA Education services, 2003

**The Landmark Forum**, Landmark Education, 2003 (corporate sponsored management program)

**CMMI-SE/SW for Senior Managers**, European Software Institute, 2003

**Steel Group Management Course**, BHP Steel (now Bluescope steel), 1992 (in-house program)

**Priority Manager training**, Priority Management, 1992 (personal time management skills)

## **Personal Details**

**Date of Birth:** November 12, 1965

**Place of Birth:** Kempten, Bavaria, Germany.

**Nationality:** Australian, Swiss

**Marital Status:** Married (de facto) with three children (2003, 2013, 2017)

## **Context of This Document**

This is a 3 sheet resumé, being a very targeted extract of key points relating to the role of Sales and Partnership Manager.

It consists of extracts from a full Curriculum Vitae of 7 sheets, which is available for drill down or further details, should this targeted rendition pique further interest.

The complete Curriculum Vitae as well as other targeted extracts are all available at:

<https://bernd.wechner.info/Professional>

The full body of professional experience is also up to date at:

<https://www.linkedin.com/in/bernd-wechner/>

and:

<https://www.seek.com.au/profile/bernd-wechner-MS1cwNZM1M>

respectively, the two most important professional employment related sites in use today in Australia.