



# Mark Sweetko

## Sales & Marketing Coach

### Introduction:

Mark helps companies and individuals transform their sales and marketing skills to achieve high sales growth through innovative customer success and digital transformation approaches.

### Experience:

Mark has over 25 years experience in senior sales and country management, channels management, and business development roles in Europe, North America, Middle East, APJ, and Latin America. Mark started his career with leading information technology companies SAP, Oracle, and value-added reseller partners, and later worked as a Senior leadership facilitator and coach to a wide range of leading brands including SAP, Google, VISA, Santander, TIM, and J&J.

### Background:

- Founder, Managing Director SETA Sales Limited
- SAP AG, Director, Global Channels Sales, Pre-Sales teams
- Oracle Corporation, Executive Sales (US), EMEA Partner Sales Management
- VP Sales – Impletech (North America), Value Added Reseller
- Country Manager Canada – QAD
- Regional Manager – US and Canada - QAD

### Education & Professional Certifications:

- MBA (Master of Business Administration), Royal Trust Scholarship
- Lecturer for MBA program at University of Innsbruck (MCI)
- Certified in :
  - Marketing with Align.me (Funnel Mastery & Thought Leadership)
  - Gartner CEB Challenger Sale & Coaching to the Challenger
  - 2WinGlobal (Presentation & Communication Skills)
- Based in Italy and London
- Languages include Italian, French, and English

