Neil G. Campbell – Experience & What I Do in Germany

I help companies with global ambitions grow in the German-speaking market. Scottish-born and based in Dortmund, I have over 20 years' international experience in pharma, med tech, enterprise software and B2B sales.

What I do in Germany today

- **Klozers** (klozers.com): DACH Regional Manager, selling and delivering sales programmes.
- **CloudReady Training** (cloudreadytraining.com): co-founder and sales lead of an IFS-only training consultancy.
- **Red Cherry Marketing**, my consultancy for over 18 years, and **GlobalScot** (globalscot.com), a volunteer business ambassador role for Scotland.

Experience by sector

- **Pharma and med tech:** pharmaceutical sales with companies including Boehringer Ingelheim, Pfizer, Roche and Janssen-Cilag, plus strategic work with NHS Scotland. I moved from Boehringer Ingelheim to Panasonic Healthcare for my healthcare experience, selling the Mobile Clinical Assistant, a computer designed for mobile healthcare.
- **Enterprise software:** IFS ERP, FSM and IFS Cloud. Cooper Software, an IFS partner, was my first Red Cherry client, and I supported their German market entry. From 2020 to 2025 I contracted full time for IFS partners including Cooper Software and Hoist.
- **Sales training:** through Klozers I help German companies with international ambitions, with trainers who deliver in each market's local language. At PTV we trained 97 delegates in one day with 7 trainers in 5 languages.

I am happy to talk with companies growing in the DACH region, German firms with international ambitions, and organisations that want more from IFS.

I am based in Dortmund, so a coffee or a call is easy.

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