

Regional Commercial and Service Operations Leader, APAC |
Customer Success and Service Revenue Growth

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EXECUTIVE SUMMARY

Commercial, Customer Success, and service operations leader, and Singapore Permanent Resident, with 15+ years building and directing multi-country customer-facing teams across Asia-Pacific and Europe in high-tech, install-base businesses. Translates global strategy into consistent regional execution, owning after-sales revenue, operating plans, KPIs, and customer-satisfaction outcomes across diverse markets.

- Grew after-sales service revenue 30% over 3 years (CHF 7.5M to 10M) through lifecycle optimization, service-portfolio standardization, and a global continuous-improvement policy authored for the service organization.
- Established the company's customer-satisfaction measurement system and authored the global escalation policy now in force across the customer base, setting the standards regional teams execute against.
- Provide functional leadership to 8 service sales managers across Asia-Pacific and Europe, and previously directed regional service operations across Singapore, Malaysia, Thailand, Vietnam, and the Philippines, managing budgets and KPI delivery against revenue and cost targets.
- Led multicultural, cross-functional teams of 15; German national and Singapore PR with an Executive MBA, bridging European headquarters with APAC markets.

KEY SKILLS

Commercial & Revenue: Service Revenue Growth · Revenue Forecasting & Target Ownership · Install-Base Lifecycle Value · Service Portfolio & Tiered Offering Design · Value-Based Pricing & Margin Management · Renewals & Contract Expansion · Regional GTM Strategy (APAC)

Customer Success: Customer Retention & Adoption · Customer Health & Risk Management · Customer Satisfaction & NPS/CSAT Measurement · Escalation Management · Executive Business Reviews · Value Realization

Service Operations: Multi-Country / APAC Service Operations · Operating-Plan & P&L Management · Budget & Cost Control · Service KPI Management · Continuous Improvement & Process Standardization · Quality Management Systems / Operational Compliance

Leadership: Team Leadership & Capability Building · Coaching & Development · Multicultural / Matrix Organizations · Cross-Functional Collaboration · Europe–APAC HQ Alignment · Stakeholder Management · Change Management

Digital & AI: CRM Strategy & Governance · Data-Driven Forecasting & Reporting · AI-Driven Process Automation

Technical Skills

CRM & Platforms: MS Dynamics 365 (enterprise CRM, equivalent to Salesforce) · SAP S/4HANA · Power BI (KPI dashboards & reporting) · CRM platform rollout & governance

AI & Automation: Power Platform (Copilot, Power Automate) · Practical GenAI / LLM use (ChatGPT, Gemini, Copilot) · Prompt Engineering · AI-Driven Workflow Automation

PROFESSIONAL EXPERIENCE

PRODUCT MARKETING MANAGER CUSTOMER SERVICE **Evatec AG, Singapore (Swiss High-Tech MNC)**

Nov 2021 – Present

- Grew after-sales service revenue 30% over 3 years (CHF 7.5M to 10M) through lifecycle optimization and service-portfolio standardization.
- Provide functional leadership to 8 service sales managers across Asia-Pacific and Europe, governing the service cadence and aligning regional execution with global Customer Success objectives.
- Established the company's customer-satisfaction measurement system, giving the service organization a consistent read on satisfaction across markets.
- Authored the global escalation policy and the global continuous-improvement policy now in force across the service organization, defining how regional teams resolve escalations and act on process improvements.
- Led the implementation of the CRM Sales Hub (Dynamics 365), using analytics and automated logic to surface service-expansion opportunities and improve forecast accuracy.
- Built and deployed Copilot chatbots and Power Automate flows that reduced manual processing time for regional service teams.

FIELD SERVICE MANAGER **Evatec Europe GmbH, Munich**

Jan 2020 – Oct 2021

- Led a team of 15 service technicians, owning professional development, staffing, and the departmental budget while consistently meeting revenue and cost targets.
- Provided strategic account support for Tier-1 global clients, identifying growth opportunities through data-driven account-based strategies.
- Coordinated across sales, technical support, and field service to resolve complex equipment issues and established the regional escalation policies the team operated to.
- Delivered the department's KPI targets through systematic performance monitoring and proactive action plans that improved operational efficiency.

CUSTOMER SERVICE MANAGER **Evatec SEA Pte Ltd, Singapore**

Apr 2017 – Jan 2020

- Directed regional service operations across Singapore, Malaysia, Thailand, Vietnam, and the Philippines, keeping service delivery aligned with global revenue and quality standards.
- Managed quality management systems and annual operating plans, holding 100% compliance with customer-specific procedures for Tier-1 key accounts.
- Led the regional Microsoft Dynamics 365 CRM pilot, building the framework and best practices that became the blueprint for the worldwide rollout.
- Led a team of 9 service technicians, owning professional development, staffing.
- Trained cross-functional teams and acted as the link between management and staff to keep regional service operations running consistently.

SENIOR FIELD SERVICE ENGINEER
Evatec Europe GmbH, Munich

Apr 2013 – May 2017

- Resolved critical equipment issues on-site, sustaining service uptime for key accounts.

CUSTOMER ENGINEER
Applied Materials GmbH, Dresden

Jan 2012 – Mar 2013

- Delivered technical support and analysis for complex semiconductor processes.

ASSEMBLY TEAM LEADER R&D
Roth & Rau AG, Hohenstein Ernstthal

Jan 2010 – Dec 2011

- Led assembly teams in research and development department to ensure precise construction of technical equipment.

TECHNICIAN
Roth & Rau AG, Hohenstein Ernstthal

Mar 2009 – Dec 2009

- Supported technical operations and mechanical assembly processes.

EDUCATION

EXECUTIVE MBA, BUSINESS ADMINISTRATION AND MANAGEMENT (EMBA)
Quantic School of Business and Technology – United States – 2026

BACHELOR OF SCIENCE (BSC), BUSINESS ADMINISTRATION
Wilhelm Büchner Hochschule – Germany – 2020

STATE CERTIFIED ENGINEER, MECHANICAL ENGINEERING
DAA Technikum Osnabrück – Germany – 2012

CERTIFICATES

- Customer Centricity as Competitive Advantage • Generative AI for Leaders
- Managing Social and Human Capital • Financial Forecasting and Reporting
 - Business Development To Grow Through Strategic Relationships
 - Leading Teams: Developing as a Leader

MISCELLANEOUS INFO

Nationality: German (Singapore PR)

Languages: German (Native), English (Full Professional Proficiency)

Availability: One month notice period