

## **Biography Alexander Hein**

Alexander Hein, born in 1974, is the founder and CEO of smartPM.solutions GmbH; the company offers intelligent, consistent and integrated sales and performance management solutions and supports sales-oriented enterprises in the areas of financial planning, analysis, forecasting and reporting.

Alex devoted his whole professional life to improving budgeting and forecasting processes. He started his professional career as a student in a finance department and since then never stopped working with and for controllers. In 2001, he began to work for Prevero, a provider of Corporate Performance Management (CPM)- and Business Intelligence (BI)-solutions. From 2005 to 2016 he served as their Managing Director Austria; during that time, the company grew from approx. 20 to approx. 250 people worldwide. After Prevero was acquired by Unit4 in 2016, Alex took on the role as Senior VP Strategy and Operations of Unit4 Prevero; in 2018, he left the company in order to establish smartPM.solutions.

So far, Alex has completed more than 170 client projects in areas such as sales planning, integrated business planning and statutory consolidation. As a lecturer for several universities, amongst others he teaches "Smart performance management", "Communication tools for controllers", "e-CRM" and Microsoft Excel.