CURRICULUM VITAE

Niko Wilsmann

Senior Director, Global Solution Engineering & Partner GTM at Spryker

Based in Spain · touch@wilsmann.net · LinkedIn



Go-to-market leader with 19 years on the build side and 8 carrying the number. I work where a technical claim becomes a commercial commitment, in enterprise B2B commerce: manufacturing, industrial goods, wholesale and distribution, and increasingly the procurement process behind them. Most recently that has meant building the partner go-to-market motion at Spryker across technology and solution partners.

2×	100%	Every continent	16 years
Win rate on the partner co-sell motion I own, against direct	Of Spryker's solution engineers onboarded by me	Where Spryker sells, I have run deals	Running my own company, sales through delivery

WHAT MAKES ME DIFFERENT

Most go-to-market leaders arrive from sales and learn the product as a story. Most people who can read an architecture never carry a number. Having done both is why I can tell, in the room, whether a technical promise will survive contact with delivery.

Experience

2018 to now
8 years

Senior Director, Global Solution Engineering and Partner GTM

Spryker · enterprise commerce platform

Joined as the second solution engineer. Then team lead, head, and senior director.

- Built and scaled the partner go-to-market motion across both technology and solution partners, and ran it as the counterpart partners deal with directly. Co-sold deals close at roughly twice the rate of the traditional direct motion.
- Took the function on as hypergrowth ended, and kept raising win rate through the contraction that followed.
- Onboarded every solution engineer the company has hired, from the Americas through Europe to Australia, so the way the function works is largely the way I taught it.
- Won most of Spryker's strategic accounts myself as an individual contributor, then built and led the function that wins them now. Both sides of the same job, on every continent the company sells into.

CUSTOMERS

Schneider Electric · SCANIA · Jungheinrich · Meusburger · Daimler Truck · Siemens Healthineers

2015 to 2018
3 years

Head of Development

OMMAX Digital Solutions · digital consultancy

- Built the development and delivery unit from nothing.
- Owned strategic development projects end to end, from planning and scoping through delivery.
- Accountable for what shipped, not only for what was sold.

1999 to 2015
16 years

Founder, CEO and CTO

ATNIC GmbH · digital solutions firm

- Founded the company, wrote its code, and led it for sixteen years as CEO and CTO.
- Full ownership of sales, delivery, operations and engineering, including making payroll.
- Clients ranged from small business to McDonald's.

Education

No degree. I was admitted to Medieninformatik at Hochschule der Medien in Stuttgart and deferred it three times. I decided to prioritise building my own business instead, and did that for sixteen years.

Languages

German (native) · English (fluent, working language)

Project

mallorcaruns.com Mallorca's running calendar, built solo and AI-first: the listings keep themselves current instead of being maintained by hand, and the pages are built to be cited by answer engines, not only ranked by search.

Speaking

So baut Spryker eine skalierbare PreSales-Organisation · PreSales Unleashed, episode 222 · 2025

Drive Digital Innovation in OEM and the Aftermarket · Webinar, Pivotree and Spryker · 2024

Alles Marktplatz, oder was? · Swipe Con · 2021

Expertise

BUILT A partner co-sell motion from zero · A solution engineering function · A delivery unit from nothing · A company, for sixteen years

WON Most of Spryker's strategic accounts, as an IC · Deals on every continent Spryker sells into

RUN Global solution engineering · Technology and solution partner GTM

KNOW Enterprise B2B commerce · Manufacturing and industrial goods · Wholesale and distribution · Partner and distribution ecosystems · Composable commerce · AI in enterprise commerce

BETTING ON Digital procurement · Procurement-led B2B commerce · Digital sovereignty