**Press release**

**Sales interface**

Jean-Paul Seuren is new head of sales at TDM Systems

Jean-Paul Seuren is Vice President of Global Sales and Marketing at TDM Systems, effective March 01, 2021.

*Image: TDM Systems*

**Tuebingen, Germany, March 01, 2021 - Software sales expert Jean-Paul Seuren has been appointed Vice President Global Sales and Marketing at TDM Systems, the leading provider of tool management solutions in the machining sector. Prior to joining TDM Systems, he was Regional Director EMEA at Vero Software, a Hexagon Manufacturing Intelligence company.**

For Seuren, the focus of his work at TDM Systems will be on optimizing and expanding sales structures. After all, the goals are ambitious: the Tübingen-based software company wants to grow in the coming years even more strongly than before. The electrical engineer sees very good opportunities for this. After all, the solutions from TDM Systems "noticeably reduce users' costs and are an important digitization step."

Not a new insight, as Seuren emphasizes. He knows the market and has been selling software in the CAD and CAM sector for almost 30 years. And he therefore knows very well "what enormous potential lies in the TDM solution".

How this can be marketed even better than before is something that Seuren and his team want to clarify quickly. In addition to optimizing the existing structures, however, expanding the sales team is also on his agenda. "If you want to conquer new markets, you need an effective team," says Seuren.

And there's another point that's important to the sales professional: Sales is not just about selling. Sales is the most important interface to the customer. Whoever works here must therefore also listen carefully and understand what the customer needs. This knowledge is to be shared even more than before with other departments at TDM Systems. In this way, we will help to ensure that "our solutions will still be innovative and customer-oriented tomorrow.

For Dietmar Bohn, the Managing Director of TDM Systems, the acquisition of Jean-Paul Seuren as the new Head of Sales is "a great opportunity". He is certain that "with this experienced sales professional, we will communicate the advantages of TDM solutions even more successfully in our old and new markets."

Print-quality images are available via the following link:

http://archiv.storyletter.de/download/xxxxxxx <https://archiv.storyletter.de/download/TDM_JPSeuren_Image.jpg>

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About TDM Systems

For over 25 years, TDM Systems GmbH, Tübingen has been the leading provider of Tool Management in the area of machining. With the Tool Lifecycle Management strategy, TDM Systems is focusing specifically on process optimization through optimal tool planning and provisioning. Creating and editing tool data and graphics, integrating tool expertise and 3D graphics into the CAM engineering, and organizing the complete tool circulation at the shop-floor level are the three core competencies of TDM Systems and the pillars of the TLM strategy. As a member of the Sandvik Group, TDM Systems draws on the expertise of various tool manufacturers when developing its software products.

[www.tdmsystems.com](http://www.tdmsystems.com)

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