

RENÉ WARMING

Commercial Manager

CONTACT

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LANGUAGES

Dutch - native
English - fluent
German - good
Spanish - intermediate

CORE COMPETENCIES

- Commercial and strategic leadership
- Wholesale and captive finance expertise
- Business development and go to market execution
- Change management and transformation
- Stakeholder and people leadership
- International, multicultural experience

EDUCATION

Business Model Canvas
Masterclass
Osterwalder and Pigneur, 2016

Business Administration
ISBW, 2004 to 2006

NIMA Sales B
ISBW, 2001 to 2002

Sales Trainings
Blokker, Mercury Goldmann,
Krauthammer, IBM, 1995 to
2006

INTERESTS

Golf • Football
Travel • Reading

PROFILE

Commercial leader with over 30 years of international experience in sales, business development and financial services within automotive and asset finance. Experienced in market strategy, full P&L responsibility and portfolio growth through flexible finance and lease solutions. Track record in building and transforming commercial organisations and joint ventures, with measurable results in revenue and profit growth.

WORK EXPERIENCE

The roles below from 2015 to present fall under the same parent company Traton Financial Services s.e. Traton FS comprises Scania FS, MAN FS, VW Trucks FS and International FS.

Business Development Manager Oct 2025 to Sep 2026

TFS: Traton Financial Services s.e. • The Hague

Developing and scaling wholesale financing solutions (factoring, floorplan and dealer financing) by creating standardised processes for consistent and efficient implementation across brands and country organisations.

Managing Director, Joint Venture Aug 2023 to Sep 2025

MAN Financial Services South Africa • Johannesburg, South Africa

Responsible for commercial direction, restructuring and integration of the joint venture into TRATON FS, with full P&L responsibility for sales, credit, operations and risk (32 FTE). Developed and implemented a commercial plan aimed at portfolio growth and increased penetration within the MAN Truck dealer network.

Result: Grew the portfolio by 15% and increased finance penetration on MAN trucks sold by 17%.

Project Lead, Go to Market Sep 2022 to Jul 2023

Traton Financial Services s.e. • The Hague

Contributed to the transformation of Scania Financial Services into a multi brand Traton finance organisation, integrating the MAN, Navistar and Volkswagen Truck & Bus brands into a single organisation, building on the foundation and infrastructure of Scania Financial Services.

Result: Supported preparation of 6 market launches and contributed to a new operating model.

Sales Director Spain & Portugal Aug 2019 to Sep 2022

Scania Finance Hispania EFC, S.A. • Madrid, Spain

Responsible for the sales organisation in Spain and Portugal and member of the management team. Focused on developing the sales team through optimisation of the sales process, using clear sales KPIs, structured pipeline follow up and periodic performance reviews.

Result: Improved ROE by 4% and achieved average annual portfolio growth of 5%, despite the impact of COVID in 2021.

Head of Sales & Marketing Aug 2015 to Jul 2019

Scania Financial Services, Scania CV AB • Södertälje, Sweden

Supported financial services business units in optimising local sales processes for financing and insurance products, and in integrating the sales process of finance companies into the truck and bus sales organisations. Contributed to the development of sales teams and held functional responsibility for local sales directors, supporting local integration of financing activities within the Scania truck and bus sales organisation and independent dealers.

Owner / Managing Director May 2013 to Aug 2015

RW Sales Consultancy • Coevorden

Provided consultancy to B2B organisations focused on optimising sales processes, including sales funnel management to improve conversion and retention rates. Advised on business plan and sales strategy development, and supported clients in refining business models to strengthen competitive position and profitability.

Owner / Managing Director Oct 2009 to Nov 2013

HAMA Truck & Trailer Rental BV / HAMA Bandenservice

Rental company serving internationally oriented transport companies, focused on flexible rental arrangements complemented by services such as an in house tyre service and repair workshop.

Managing Director

Aug 2007 to Sep 2009

HAMA Trucks B.V.

Set up a rental company as a subsidiary of HAMA Group, part of an international, independent rental organisation headquartered in Germany. Responsible for legal and financial structuring, market strategy, operations and reporting for the Benelux region.

Result: *Achieved a fast market introduction and a position among the top 5 independent truck rental companies.*

Various commercial and management roles

Aug 1992 to Jul 2007

Dräger Safety Netherlands B.V.

- National Distribution Manager: development of the dealer network
 - Project Sales Manager: sales and implementation of test equipment
 - Key Account Manager: development and growth of key accounts
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