

Persönliche Information

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Studium und Weiterbildung

2000 - 2001
UNIVERSITY OF DALLAS . Master in Technology Management
 Studium Technology Management und Organizational Engineering mit Schwerpunkt eBusiness, Telekommunikation, Projektmanagement und Organisational-Engineering.

1995 - 1997
EUROPEAN UNIVERSITY . MBA in Marketing und Management
 Studium in Marketing und Management mit Schwerpunkt International Marketing, Strategic Management, Financial Accounting und Organizational Behavior.

2000 - 2013
NEW MEDIA MANAGEMENT AUSBILDUNG . Wildner Akademie
TRAINER & BUSINESS COACH . BBK Institut (585 Std.)
INTERKULTURELLER TRAINER & COACH . Universität Jena
ZERTIFIZIERTER BID MANAGER . APMP Association UK
SALES MANAGEMENT CERTIFICATE . SMU University, USA
ZERTIFIZIERTER PROJEKTMANAGER . Ges. für Projektmanagement



Fachkenntnisse und Erfahrungen

BUSINESS DEVELOPMENT	● ● ● ● ● ● ● ● ● ● ○
ACCOUNT MANAGEMENT	● ● ● ● ● ● ● ● ● ● ○
PARTNER MANAGEMENT	● ● ● ● ● ● ● ● ● ● ○
OPERATIVES MARKETING	● ● ● ● ● ● ● ● ● ○ ○
PROJEKTMANAGEMENT	● ● ● ● ● ● ● ● ● ○ ○
VERTRIEBS-COACHING	● ● ● ● ● ● ● ● ● ● ○
LÖSUNGSVERKAUF IT/TK	● ● ● ● ● ● ● ● ● ● ●
BID & PROPOSAL MGMT.	● ● ● ● ● ● ● ● ● ○ ○

Persönliche Zusammenfassung

Da ich viele Ansätze, Strategien und unterschiedliche Kulturen im Vertrieb und Marketing kennen gelernt habe, kann ich mich in die Lage versetzen Aufgabenstellungen national wie international im Account und Partner Management zu lösen. Meine langjährige Erfahrung und mein Wissen im Vertrieb und Marketing stelle ich Ihnen je nach Ihren ganz speziellen Bedarf als Account Manager, Berater und Coach zur Verfügung.

Beruflicher Werdegang

2003 - 2012
FREIBERUFLICHE TÄTIGKEIT . Berater Vertrieb & Marketing
 Business Development und Vertrieb - Content, VM & Dokumenten Management
 Business Development Portale & Fachverfahren - IT Unternehmen eGovernment
 Vertrieb Neu- und Bestandskunden - Software Unternehmen CRM / After Sales
 Area Management DACH - Software Unternehmen Content & DMS Management

1981 - 2003
ANGESTELLTE TÄTIGKEIT . Vertrieb & Projektmanagement
 Senior Key Account Manager SEE für SOA-Technologien und Anwendungen -Software AG
 Channel Coach Manager SEE für ERP / CRM / BI Anwendungen - Baan / Infor AG
 Sales Representative South East Europe für DBMS Systeme und Tools - Informix / IBM
 Sales Executive Vertrieb Ausland für HW und SW - Siemens-Nixdorf AG / Siemens AG

Interkulturelle Ländererfahrung

INTERKULTURELLE ERFAHRUNG . in
 Vertrieb, Marketing und Projekt Management durch mehrjährige Auslandsaufenthalte und Projekteinsätze in USA, Portugal, Mittlerer Osten und Ost & Südost Europa.

AUFENTHALTE . in USA (2 Jahre permanent),
 Portugal (2 Jahre permanent), Ungarn (1,5 Jahre wöchentlich), Zentral- und Südost Europa (13 Jahre monatlich), Griechenland und Zypern (2 Jahre monatlich).
 Mittlerer Osten (1,5 Jahre zweimonatlich), Malta (2 Jahre dreimonatlich), Russland (3 Monate permanent)

SPRACHEN . Deutsch (Muttersprache), Englisch
 (in Wort und Schrift, verhandlungssicher), Portugiesisch, Serbokroatisch und Russisch (Grundkenntnisse)

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Further Studies and Education

2000 - 2001

UNIVERSITY OF DALLAS . MASTER . Master of Technology Mgmt.
 Technology Management and Organizational Engineering with emphasis on eBusiness,
 Telecommunication, Project Management and Organizational Engineering.

1995 - 1997

EUROPEAN UNIVERSITY . MBA of Marketing and Management
 Marketing and Management with emphasis on international marketing and business,
 strategic management, international financial accounting and organizational behaviour.

2000 - 2013

NEW MEDIA MANAGEMENT . Wildner Academy
 TRAINER & BUSINESS COACH . BBK Institut (585 Hrs.)
 INTER CULTURAL TRAINER & COACH . Universität Jena
 CERTIFIED BID MANAGER . APMP Association UK
 SALES MANAGEMENT CERTIFICATE . SMU University, USA
 CERTIFIED PROJECT MANAGER . GPM Project Mgmt. Association



Expertise and Experience

BUSINESS DEVELOPMENT	● ● ● ● ● ● ● ● ● ●
ACCOUNT MANAGEMENT	● ● ● ● ● ● ● ● ● ●
PARTNER MANAGEMENT	● ● ● ● ● ● ● ● ● ●
OPERATIVES MARKETING	● ● ● ● ● ● ● ● ● ●
PROJECT MANAGEMENT	● ● ● ● ● ● ● ● ● ●
SALES COACHING	● ● ● ● ● ● ● ● ● ●
SOLUTION SELLING IT/TC	● ● ● ● ● ● ● ● ● ●
BID & PROPOSAL MGMT.	● ● ● ● ● ● ● ● ● ●

Personal Summary

As I have gained experience in and knowledge of many situations, strategies and cultures in sales and marketing, I am able to take on and manage many differential tasks in both national as well as international account and partner management. My knowledge and experience gained over many years in sales and marketing in can take on a role as a account manager, consultant, trainer or a coach depending upon your individual requirements.

Work Experience

2003 - 2012

SELF-EMPLOYMENT ACTIVITIES . Consultant sales & marketing
 Business Development and Sales - Media Agency Print & Online Media
 Business Development Portal & Business Processes - IT Organisation eGovernment
 Sales new and potential clients - Software organisation CRM / After Sales
 Area Management DACH - Software organisation Content & DMS Management

1981 - 2003

PERMANENT EMPLOYMENT ACTIVITIES . Account & Partnermgmt.
 Senior Key Account Manager SEE for SOA technology and applications -Software AG
 Channel Coach Manager SEE for ERP / CRM / BI applications - Baan / Infor AG
 Sales Representative South East Europe for DBMS Systems and Tools - Informix / IBM AG
 Sales Executive International Sales for HW and SW - Siemens-Nixdorf AG / Siemens AG

International Experience

INTER CULTURAL EXPERIENCE . in Sales, marketing and project management attained during many years of residence in other countries covering projects in the USA, Portugal, Middle East as well as East, Central and Southeast Europe.
 RESIDENCIES . in the USA (2 years - on a permanent basis), Portugal (2 years - on a permanent basis), Hungary (1.5 years - on a weekly basis), Central and Southeast Europe (13 years - on a monthly basis), Middle East (1.5 years - on a bi-monthly basis), Malta (2 years - on a quarterly basis), Russia (3 month - on a permanent basis).
 LANGUAGES . German (Mother tongue), English (written and oral, business fluent), Portuguese, Serbo-Croatian and Russian (basic knowledge)