

# Michael Richter

## International marketing and sales consultancy



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Marketing = <http://www.marketing-und-vertrieb-international.com/en/>  
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### Curriculum vitae

#### Personal Data

26. Mai 1948 - Birthday  
Marital status - married, 4 kids  
Nationality - German  
Driving license - Class II, since 1968

#### Education

1954 - 1958 - Primary school, Düsseldorf  
1959 - 1963 - Secondary school, Düsseldorf  
1963 - 1965 - Business school, Düsseldorf  
1965 - 1968 - vocational training school, Hilden, result: good  
1968 - 1969 - Military service

#### Advanced training

**1973 - 1975** - 4 semesters industrial management, Verwaltungs- und Wirtschafts-akademie, Düsseldorf. Examination 1993, after further part-time studies: Switzerland, 'Strategic planning in small and medium enterprises'

#### Seminars

**1979** (Thyssen AG)  
- 'Strategy and tactics when selling investment goods and pre-products', Part I  
**1979** - dto., 'Part II'  
**1979** (VDI) - 'Construction in foreign countries'  
**1979** (Institut Hohenstein)  
- 'FIDIC-conditions' (worldwide)  
**1980** (Thyssen AG)  
- 'Cooperative leadership I'  
**1980** (Institut Hohenstein)  
- 'FIDIC - Claims and claims-practice'  
**1983** (Thyssen AG)  
- 'Cooperative leadership II'  
**1983** (dto.) - 'Intensive training English'  
**1987** (Neue Betriebswirtschaft)  
- Contracting in foreign countries  
**since 1990**  
- different country-specific lectures and seminars, including the participation in panel discussions

#### Languages

**1968** - Foreign correspondence course 'English'  
**1972** - same, 'French'  
(since then trained in the world-markets)

#### Business experience

**1965 - 1968** - Apprenticeship as industrial officer, Wiederhold-Werke, Hilden  
**1969 - 1971** - Export-clerk, Zweihorn-Werk, Hilden.

Experience: First experiences in the export business and cooperation with representatives

**1971 - 1973** - Export-clerk, Losenhausen-Werk, Düsseldorf.

Experience: Independent handling of all export businesses and from 1.10.1972 provisional country-sales-leader for the Roman countries of Europe and Northern Africa. First steps into market analysis and development of sales-strategies

**1973 - 1976** - Export-clerk, Salzgitter Stahl GmbH, Düsseldorf.

Experience: Enlargement of export-know-ledge by conception and treatment of all questions regarding the complex business with turn-key industrial plants as well as project-management and experience in further foreign countries

**1976 - 1979** - Group-leader and representative of the export manager, Gebrüder Uhl GmbH & Co. KG, Vogt/Ravensburg.

Experience: More responsibility due to the group-management and responsibility for the 'extra-European' business

**1979 - 1983** - Departmental head at Thyssen Rheinstahl Technik GmbH, Düsseldorf. Power of attorney and executive secretary.

Experience: Full responsibility for construction and extension of the department 'Construction Systems', worldwide negotiations and responsible negotiation for deals in China (first pre-erected house, in cooperation with USA) and Saudi-Araba (Multi-purpose centre with a value of abt. DM 550 million). Project management

**1984 - 1986** - Independant export-consultant in Baden-Württemberg, as well as sales director of ISC, Darmstadt, within a special contract

**1986 - 1989** - Export manager, RAFI GmbH & Co., Ravensburg.

Experience: Strategic market development (Planning and acquisition) for 55 countries of the world, harmonisation of all representatives' contracts and increase of the export sales

**1989 - 1990** - General worldwide sales manager DORMA-Glas GmbH, Bad Salzflun. Experience: Conception of the worldwide sales activities and development of all markets as well as a separate daughter-company. Increase of the general turnover

**1990 - 1991** - General worldwide sales manager, HAPRI-Werk, Hamburg. Experience: Conception of the worldwide sales activities and first results in implementation

#### since 1991

- Independent 'sales and marketing-consultant' in Baden-Württemberg.  
- Multiple experiences with small and medium-sized producing enterprises in Germany and foreign countries  
- Cooperation and lectures together with various Steinbeis-Centres and various country-groups of the 'Rationalisierungskuratorium der Deutschen Wirtschaft'  
- Accredited as consultant to the European Union, World-Bank and Asian Development Bank

Additional activities - since 1984

- various lectures, generally about international 'Sales and marketing' strategy as well as project-management at:  
- Professional academies and ICCs in Baden-Württemberg,  
- Carl-Duisberg-Gesellschaft, Köln  
- internal and external lectures in companies  
- Lectures in continued education courses at ICCs and professional academies including care and control of different diplomas.

#### Countries visited:

**Europe:** all of Western-Europe, CR, SR, Yugoslavia, Hungary, Turkey,  
**Near/Middle East:** Tunisia, Egypt, Lebanon, Algeria, Nigeria, Libya, Iran, Iraq, Jordan, Syria, Saudi-Araba, Kuwait, all of the UAE  
**Far East:** India, South-Korea, Hong-Kong, Singapore, Taiwan, Japan, Thailand, Malaysia, Philippines, China  
**Americas:** USA, Brazil  
**Australia:** various regions