

# Michael Richter

## International marketing and sales consultancy

Hauptstrasse 27  
88422 Seekirch/ Germany  
Marketing: <http://www.marketing-und-vertrieb-international.com/en/>  
Country experience: <http://www.internationales-marketingkonzept.de/en/>  
[email: michael.richter@marketing-und-vertrieb-international.de](mailto:michael.richter@marketing-und-vertrieb-international.de)

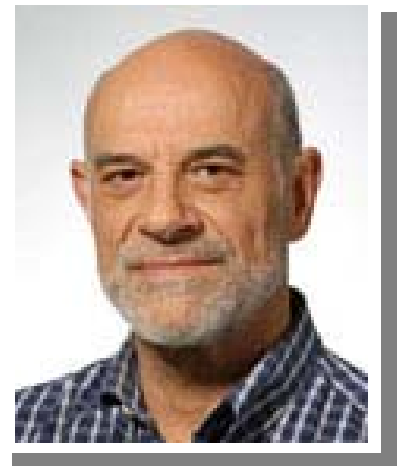
Fon: +49(0)7582-933371  
Mobil: +49 (0)171-5023800



## Curriculum vitae

### Personal data

Name: Michael Richter  
Address: Hauptstrasse 27  
88422 Seekirch/Germany  
Phone: Office: +49(0)7582-933371  
Mobile:+49 (0) 171 5023 800  
E-Mail: michael.richter@marketing-und-vertrieb-international.de  
Websites: <http://www.marketing-und-vertrieb-international.com/en/>  
<http://www.internationales-marketingkonzept.de/en/>  
Birthday: 26. Mai 1948  
Nationality: German  
Status: Married, 4 children  
Languages: German, English, French



### My personal headline

Experienced exports- and country professional for the international business of (especially small and middle sized) companies, with travelling- and sales experience of all economically interesting countries - all 5 continents

### My personality and my specific personal strengths

My specific personal strengths consist of the comprehensive understanding of all national and international marketing and sales activities, the different mentalities, the understanding of today's' clients needs as well as of 'the ways to the clients'. I am well acquainted with the whole marketing and sales processes from market research to the implementation of respective solutions – internationally, on the spot – elaboration and marketing of Internet-sites and all other sales channels. This is the basis for the proven success of my work.

Bank:  
CV-0110.doc

Tax Number  
DE 144037371

Company owner  
Michael Richter

Register  
Registered with ICC,Ulm

Member:  
'Christians in business



Accredited:  
TACIS/ PHARE-Programs,  
Consultant No.505, DG XXIII,  
EU-Brussels, especially SME

## Professional career

- from 1991      **CONSULTANT, TRAINER, COACH, INTERIM MANAGER**  
**Some references:**
- 2001 -      **Various projects – [please see >>](#)**
- 2000      **PROJECT 1: CHARISCO, HEMEL HEMPSTED (UK)**  
Printer laboratory  
**Turnover: N/A; Staff: N/A**  
**Task:** For the American company XEROX I identified and coached – based on a contract from this printer laboratory - during a period of some months, 80 German companies, testing a new printer generation. I elaborated the respective evaluations and analyses. Furthermore the marketing chances in Germany for this new printer generation had been found out/defined.
- 1998      **PROJECT 2: FEDERAÇÃO DAS INDUSTRIAS DO ESTADO DE SANTA CATARINA, BRAZIL**  
State-owned industrial association  
**Turnover: N/A; Staff: N/A**  
**Task:** The association engaged me – solely based on my Internet presence and through email exchange – to find out for a couple of companies <of the strong wood and furniture industry of this region> the marketing and sales ways in various European countries. Included was the presentation of the results of my findings as well as the optimum procedures during lectures and to discuss the most favourable ways with the participants on the spot.  
**Results:** The respective companies were – by means of the profiles I received from the association – analyzed, the market researches executed and the results – consisting out of reports and charts - fixed in a written documentation. As agreed these results were brought to the knowledge of the companies in Brazil as well as the steps to be undertaken discussed.
- 1994 - 1998      **VARIOUS PROJECTS:**  
a. **UMTECH ENTSORGUNGSSYSTEME, MERSEBURG**  
b. **FAB FÖRDERTECHNIK UND ANLAGENBAU, ALBBRUCK**  
c. **PACTEC, DRESDEN**  
Companies from the sectors: Environment, plant- and machinery construction  
**Turnover: €1 – 18 million; Staff: 5 – 100**

**Tasks:** In all projects comprehensive market researches in the national and international context were needed as well as the identification of new sales channels, the conception of the relevant procedures – different for every company! – and the personal assistance in implementing these.

**Results:** Better/pure concentration on the available markets/market niches, definition of additional sales channels and development of new, different or additional strategies as well as individual support in implementation of the results.

1993

**PROJEKT 4: WEH, ILLERTISSEN**

Production of worldwide patented special valves for application in the gas, water and compressed air industries.

**Turnover: (1993) ~ €0,25 million; Staff: 7/(2007) ~ €16 million, Staff: ~100**

**Task:** Development of marketing and sales strategy for the various product lines, worldwide market research, budgeting and elaboration of the marketing goals to be reached, worldwide, in different markets. Assistance in implementing the consultancy results.

**Result:** Several hundred percent of increase in the turnover over a period of abt. 10 years (2004: abt. € 12 million and nearly 100 staff)

1992

**PROJECT 5: TURK EXIMBANK, ISTANBUL/TURKEY**

Assisting five different machinery producers each abt.

**Turnover: N/A; Staff: 10 - 20**

**Tasks:** Analysis of the European markets for these companies; desk research and elaboration of the ways to success as well as mediating the results (= discussion and training periods for the staff) during several trips to Turkey.

**Results:** Increase in turnover (as far as I have been informed later) of each abt. 10 – 20 percent already in the first year following the tasks.

1991

**PROJECT 6: COMAS, COTTBUS**

Production of gear wheels

**Turnover: €2 million; Staff: 70**

**Task:** After re-unification of Germany comprehensive training of the staff with regard to the marketing ways in West Germany as well as market analysis

**Result:** More targeted contacts to the available clientele and support of the original strengths of such new companies

## MANAGEMENTEXPERIENCE BEFORE CONSULTANCY

- 1990 – 1991    **HAPRI WERK, HAMBURG**  
**General sales manager**  
**Turnover: €2,5 million; Staff: 10**  
Production and marketing of roof covering  
**Results:** Conception and implementation of the international marketing activities
- 1989 – 1990    **DORMA GLAS GMBH, BAD SALZUFFLEN**  
**Marketing manager**  
**Turnover: €15 million; Staff: 30**  
Production and marketing of glass doors, hinges and facades  
**Results:** Conception of the international marketing activities and further development of the international markets as well as responsibility for a sister company. Increase of the turnover by abt. 17 %.
- 1986 - 1989    **RAFI GMBH & CO., RAVENSBURG**  
**Export manager**  
**Turnover: €50 million; Staff: 300**  
Production and marketing of switches and key for different industries  
**Results:** Strategic market development (Planning and acquisition) for 55 countries worldwide; harmonization of worldwide distribution contracts, increase in exports turnover by 15 %.
- 1984 - 1986    **ISC GMBH, DARMSTADT**  
**Marketing and sales manager**  
**Turnover: €1 million; Staff: 4**  
Production and marketing of computerized building security systems  
**Results:** Commercial responsibility for equipping the Iraqi National Bank with a completely computerized security system, consisting of American and German components.
- 1979 – 1983    **THYSSEN RHEINSTAHL TECHNIK GMBH, DÜSSELDORF**  
**Department manager: Construction Systems**  
**Turnover of the department: abt. €35 million; Staff: 7**

- Turnkey international construction projects with a project size of up to € 250 million, internationally financed (a. o. Egypt, Libya and Saudi Arabia)  
**Results:** Worldwide contract negotiations and project management, especially in Libya, Nigeria, China and Saudi Arabia. (Power of attorney and executive secretary)
- 1976 - 1979    **GEBRÜDER UHL GMBH & CO. KG, VOGT/Ravensburg**  
**Group leader: Exports**  
**Turnover: €4 million; Staff: 150**  
Production and marketing of aluminium construction  
**Results:** Sole responsibility for all extra-European business affairs (clients and representatives)
- 1973 - 1976    **SALZGITTER STAHL GMBH, DÜSSELDORF**  
**Export clerk**  
**Turnover: N/A; Staff: 60**  
Turn-key international plants  
**Results:** Delivery of different plants into different countries, e. g. complete wire drawing plant to Thailand, parts of the harbour extension to Philippines and a cement production plant to Iraq. Sales negotiations in Germany and foreign countries, including the preparation of international financings.
- 1971 - 1973    **LOSENHAUSEN WERK, DÜSSELDORF**  
**Export clerk**  
**Turnover: N/A; Staff: N/A**  
Production of street construction machinery  
**Results:** Responsibility for the sales group ‚French speaking countries‘ in Europe and Northern Africa
- 1969 - 1971    **ZWEIHORN WERK, HILDEN**  
**Export clerk**  
**Turnover: N/A; Staff N/A**  
Production of wood lacquers and stains

## Education

1979 - 1987	<b>CONTINUED EDUCATION</b> Various seminars in leadership, strategy, languages and international contracting
1973 - 1975	<b>EVENING STUDIES VWA-ACADEMY, DÜSSELDORF</b>
1972	<b>FOREIGN LANGUAGE CORRESPONDENT – FRENCH</b>
1968	<b>FOREIGN LANGUAGE CORRESPONDENT – ENGLISH</b>
1965 - 1968	<b>WIEDERHOLD WERKE, HILDEN</b> Apprenticeship as industrial clerk

## Various

Accredited as consultant:

Steinbeis centres, Fraunhofer centres, Rationalisierungskuratorium der Deutschen Wirtschaft (RKW = German institute for SMEs)), European Union (KMU-, TACIS- und PHARE-Programs) as well as Worldbank and Asian Development Bank. Tutor/Consultant – German speaking countries - 'The electronic Business School of Ireland'

## Country experience:

<b>Europe</b>	all of Western Europe, Czech republic, Slovak republic, Yougoslavia, Hungary
<b>America's</b>	USA, Brazil
<b>Africa/Arabia</b>	Tunisia, Egypt, Lebanon, Algeria, Nigeria, Libya, Iran, Iraq, Jordan, Syria, Saudi-Arabia, Kuwait, all United Arab Emirates
<b>Near-/Far East</b>	Turkey, India, South Korea, Hong Kong, Singapore, Taiwan, Malaysia, Philippines, China
<b>Australien</b>	

\* Lecturer at the ‚Academies of applied Sciences‘ (and care and control of different diplomas) and Chambers of Industry and Commerce in Baden-Württemberg.

\* Lecture at the ‘Institute for Marketing and trade’, University St. Gallen/Switzerland: ‘International marketing for SMEs’

\* Author of the manual „Project management“ and guest author at "Internet Business" und "Entre-preneur Magazine", USA - 'How to start an Import/Export Business'