



Curriculum Vitae

PERSONAL INFORMATION

Name	RICHTER MICHAEL (GEORG)
Address	27, HAUPTSTRASSE, 88422 SEEKIRCH/GERMANY
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Internet	http://www.marketing-und-vertrieb-international.com/en/ + http://www.internationales-marketingkonzept.de/en/
Nationality	German
Date of birth	26 TH MAY, 1948

WORK EXPERIENCE

- Dates (from – to)
 - Name and address of employer
 - Type of business or sector
 - Occupation or position held
 - Main activities and responsibilities
- January 1st, 1991 till today**
Michael Richter – International Marketing- and sales consultant
Seekirch/Germany
Marketing- and sales consultancy / Business consulting
Owner
Consulting and practically supporting small and medium-sized companies (SMEs) producing investment goods or long-lasting consumer goods. Clients come from Germany/Europe and other parts of the world. Media: Coaching, consulting and internal seminars for employees – all marketing matters. External seminars as per agreement.
- August 1st, 1990 – December 31st, 1990**
HAPRI Leichtbauplattenwerk
Hamburg/Germany
Production of lat-roofs insulation systems
Marketing- and sales management
- Direction and control of the internal and external employees
- Key Account Management
- March 1st, 1989 – July, 31st 1990**
DORMA-Glas
Bad Salzuflen/Germany
Production of hardware for glass elements, facades and showers
Marketing- and sales management
- Direction and control of the internal and external employees, distributors and daughter companies
- Development of concepts and its implementation

- Development and implementation of marketing and selling plans

- Dates (from – to)
- Name and address of employer
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 - Main activities and responsibilities

June 1st, 1986 – March 31st, 1989

RAFI-GmbH & Co.

Ravensburg/Germany

Production of electric and electronic switches

Export management

- Caring for 21 worldwide distributors and 2 daughter companies
- Strategic planning and implementation of plans with distributors and daughters
- Unification of worldwide representative and distribution contracts
- sales increase abt. 15 %

- Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

January 1st, 1984 – May 31st, 1986

Export consultancy Michael Richter

Ravensburg/Germany

Export consultancy

Owner

- Consulting of small and medium-sized companies (SMEs) in Baden-Württemberg with regard to increasing their export portion
- Trainings and seminars at various 'Universities of cooperative education' and ICCs in Baden-Württemberg - parallelly marketing management at ISC, Darmstadt
- computerized security systems

- Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

April 1st, 1979 – December 31st, 1983

Thyssen Rheinstahl Technik GmbH

Düsseldorf/Germany

Marketing and financing of turnkey construction projects worldwide

Management of the department 'Construction Systems'

- International acquisition of turnkey construction projects
- Negotiations and contracting externally and internally with sub-contractors
- Representative of the main director of the department

- Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

Januar 1st, 1977 – March 31st, 1979

Gebrüder Uhl GmbH

Vogt near Ravensburg/Germany

- Production of aluminium profiles and cpl. elements or construction projects

- team management and representation of the export manager, managing the extra-European exports

- International acquisition and implementation of project with aluminium profile, as well as complete window and door projects

- Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

April 1st, 1973 – December 31st, 1976

Salzgitter Stahl GmbH

Düsseldorf/Germany

Turnkey industrial projects of different kinds

Export clerk and responsible for Asia and Northern Africa

- Treatment of inquiries and tenders from these countries

- Coordination of sub-suppliers, market survey

- Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

July 1st, 1971 – March 31st, 1973

Losenhausen Maschinenbau AG

Düsseldorf/Germany

Production of street construction machinery

Export clerk with responsibility for the french-speaking countries of Europe and Northern Africa

- Market survey and treatment

- Enlarging existing sales connections and agreeing on new ones

- Dates (from – to)
- Name and address of employer
- Type of business or sector

October 1st, 1969 – June 30th, 1971

Zweihorn-Werk GmbH

Hilden/Germany

Production of wood lacquer and wood stains

- Occupation or position held
 - Main activities and responsibilities
 - Dates (from – to)
- Name and address of employer
- Type of business or sector
- Occupation or position held
 - Main activities and responsibilities

Export clerk

- Treatment of all work within an export department

October 1st, 1969 – June 30th, 1971

Zweihorn-Werk GmbH

Hilden/Germany

Production of wood lacquer and wood stains

Export clerk

- Treatment of all work within an export department

EDUCATION AND TRAINING

- Dates (from – to)
- Name and type of organization providing education and training
 - Principal subjects/occupational skills covered
- Title of qualification awarded

1. April 1965 – 31. März 1968

Lackfabriken Hermann Wiederhold

Hilden/Germany

Apprenticeship ‚industrial merchant‘

commercial assistant certificate

1971 – 1973 – additional evening studies

Verwaltungs- und Wirtschaftsakademie

Düsseldorf/Germany

4 semesters business administration

- Dates (from – to)
- Name and type of organization providing education and training
 - Principal subjects/occupational skills covered
- Title of qualification awarded

Without testimonial – > reason: Job or school !

PERSONAL SKILLS AND COMPETENCIES

MOTHER TONGUE

GERMAN

OTHER LANGUAGES

- Reading skills
- Writing skills
- Verbal skills

Englisch

Excellent

Excellent

Excellent

- Reading skills
- Writing skills
- Verbal skills

French

Fair

Sufficient

Sufficient

SOCIAL SKILLS AND COMPETENCIES

Basing on the business experience intercultural cooperation with a variety of people and mentalities. Managing small and medium-sized departments in different companies. Discussions and negotiations on all company levels. Various internal and external seminars and trainings.

ORGANIZATIONAL SKILLS AND COMPETENCIES

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.

Technical skills and competencies

Good understanding and feeling for a variety of technical skills. Good computer skills except data bases and deeper skills.

OTHER SKILLS AND COMPETENCIES

Participation in following seminars:

- Strategy and tactics in selling investment goods; FIDIC – construction conditions in foreign countries; construction in foreign countries; intensive training English; Contracting in foreign countries

Done myself: Various trainings and further education seminars regarding ,International marketing and sales' at 'Universities of cooperative education', CDG, Cologne; different ICCs in Baden-Württemberg; seminars in Turkey and Brazil; seminar for SMEs at the chair of 'Marketing and trade', university St. Gallen/Switzerland

DRIVING LICENCE(S)

A1, B, C1, C, BE, C1E, CE, M, L, T

ADDITIONAL INFORMATION

Some references are available from the URL

<http://www.marketing-und-vertrieb-international.com/en/referencelist.htm> - contact persons are available on request

Military service April 1st, 1968 – September 30th, 1969

ANNEXES

AS PER AGREEMENT