

# Curriculum Vitae

## PERSONAL INFORMATION

Name	<b>RICHTER MICHAEL (GEORG)</b>
Address	<b>27, HAUPTSTRASSE, 88422 SEEKIRCH/GERMANY</b>
Telephone	<b>+49(0)7582-933371</b>
E-mail	<a href="mailto:michael.richter@marketing-und-vertrieb-international.de">michael.richter@marketing-und-vertrieb-international.de</a>
Internet	<a href="http://www.marketing-und-vertrieb-international.com/en/">http://www.marketing-und-vertrieb-international.com/en/</a> + <a href="http://www.internationales-marketingkonzept.de/en/">http://www.internationales-marketingkonzept.de/en/</a>
Nationality	German
Date of birth	26 <sup>TH</sup> 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.
- Dates (from – to)
  - Name and address of employer
  - Type of business or sector
  - Occupation or position held
    - Main activities and responsibilities
- 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
- Dates (from – to)
  - Name and address of employer
  - Type of business or sector
  - Occupation or position held
    - Main activities and responsibilities
- March 1st, 1989 – July, 31st 1990**  
DORMA-Glas  
Bad Salzflen/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
  - Type of business or sector
  - Occupation or position held
    - 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
- Occupation or position held
  - Main activities and responsibilities

**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

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

**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

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- Name and type of organization providing education and training
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## PERSONAL SKILLS AND COMPETENCIES

### MOTHER TONGUE

### OTHER LANGUAGES

- Reading skills
- Writing skills
- Verbal skills

- Reading skills
- Writing skills
- Verbal skills

## SOCIAL SKILLS AND COMPETENCIES

## ORGANIZATIONAL SKILLS AND COMPETENCIES

## Technical skills and competencies

### 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

Without testimonial – > reason: Job or school !

### GERMAN

#### Englisch

Excellent

Excellent

Excellent

#### French

Fair

Sufficient

Sufficient

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.

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.

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