

## Michael Richter International marketing/sales consultant

International strategic marketing consultant | Germany/Europe | expertise = 50+ countries | TopLinked.com| MyLink500.com

Ulm Area, Germany | Marketing and Advertising



**Michael Richter International marketing/sales consultant** RT @michael\_richter Neukundengewinnung | Gewinnung von Neukunden | Kundenakquisition | Kundensuche .. <http://bit.ly/ce3reX> via Twitter 

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<b>Current</b>	<ul style="list-style-type: none"><li>• <b>International marketing expert - European Union and world countries at Michael Richter - International marketing consultant</b></li></ul>
<b>Past</b>	<ul style="list-style-type: none"><li>• Marketing and Sales manager - worldwide at HAPRI</li><li>• Marketing and sales manager - worldwide at DORMA Glas</li><li>• Export manager at RAFI GmbH</li></ul> <a href="#">see all...</a>
<b>Education</b>	<ul style="list-style-type: none"><li>• Verwaltungs- und Wirtschaftsakademie, Düsseldorf</li></ul>
<b>Connections</b>	<b>500+</b> connections
<b>Websites</b>	<ul style="list-style-type: none"><li>• <a href="#">My Company</a></li><li>• <a href="#">Country experience</a></li><li>• <a href="#">My Blog</a></li></ul>
<b>Twitter</b>	<ul style="list-style-type: none"><li>• <a href="#">michael_richter</a></li></ul>
<b>Public Profile</b>	<a href="http://de.linkedin.com/in/globalization">http://de.linkedin.com/in/globalization</a>

## Summary

Not easy to say, but with more than 35 years of experience in all 5 continent and 50+ countries, marketing and selling a variety of - mostly investment - goods, just ask what you need and you'll get an open-minded and fair (Christian) answer.

I do as well training in all international marketing matters (client specific) or market research for potential clients, distributors, competitors or act as a temporary manager to build-up your European marketing and sales activities.

The results of the findings are transformed strategically into specific targets for the respective agents/distributors and their success controlled

Let me assist to make YOU more successful on the world's markets [and become independent from the local business climate]

### Specialties

Give targeted strategic marketing advice, i. e. help organisations to understand the European mentalities and find THEIR way to the potential customers - and work - if need be - as your 'European foothold'

## Experience

### International marketing expert - European Union and world countries

#### Michael Richter - International marketing consultant

Management Consulting industry

January 1991 – Present (19 years 5 months)

With more than 35 years practical experience in strategic marketing in/to all 5 continents I offer assistance and/or training in internationalizing >> market research, marketing plan, practical implementation - Europe and/or worldwide on the spot. In addition I hold national and international, internal and external, seminars on 'international marketing' - especially into the European Union.

This page >> <http://www.marketing-und-vertrieb-international.com/en/referencelist.htm> gives a short overview of different tasks and here >> <http://www.marketing-und-vertrieb-international.com/en/curriculum.htm> is my CV - short, tabular or detailed with picture.

Please ask for more.

### Marketing and Sales manager - worldwide

#### HAPRI

Privately Held; 11-50 employees; Building Materials industry

July 1990 – December 1991 (1 year 6 months)

The company produced flat roof insulation materials on a patented basis

### Marketing and sales manager - worldwide

#### DORMA Glas

Partnership; 11-50 employees; Mechanical or Industrial Engineering industry

1989 – 1990 (1 year)

Dorma is producing mainly hardware for glass showers, glass partitions, facades, etc.

### Export manager

#### RAFI GmbH

Privately Held; 201-500 employees; Electrical/Electronic Manufacturing industry

January 1986 – January 1989 (3 years 1 month)

Export manager with responsibility for electric/electronic products for distributors in 50+ countries including 3 daughter companies

### International marketing and sales consultant

#### Marketing and sales consultant (Self-employed)

Self-Employed; 1-10 employees; International Trade and Development industry

April 1984 – March 1986 (2 years)

Consulting of SMEs in Baden-Wuerttemberg/South Germany in all export questions

### Head of Department

#### Thyssen Rhein Stahl Technik GmbH

Public Company; 51-200 employees; Construction industry

January 1979 – March 1983 (4 years 3 months)

Responsibility for turn-key construction projects upto DM 500 million (~€ 250 million) including financing and subsuppliers in Saudi-Arabia (first-class shopping center including flats), Egypt Hospital) and other countries

### Export manager

#### Gebrüder Uhl GmbH

Privately Held; 201-500 employees; Mechanical or Industrial Engineering industry

January 1976 – March 1979 (3 years 3 months)

Responsibility for all markets except Europe - representatives, market success

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## Education

### Verwaltungs- und Wirtschaftsakademie, Düsseldorf

#### Economica

1973 – 1975

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## Additional Information

### Websites

- [My Company](#)
- [Country experience](#)
- [My Blog](#)

### Twitter:

- [michael\\_richter](#)

### Interests

Manufacturing companies | machinery | investment goods | B2B | KMU | SME | PME | Business Consulting | Strategy | Business contacts being interested to, increase turnover, and profit by implementing strategic marketing, sales, marketing ways, new countries, new clients, new distributor: client concentration, agreements for distributors, selling concepts, training, etc.) and general, internationalising, globalization | either from European Union-countries (27 countries, ~ 500 million inhabitants) into the worlds' markets or vice versa, to become independent from local economic cycles

- Languages: German, English, French (knowledge excellent, very good, fair)

- Jesus Christ (Pentecostals)

### Groups and Associations

- 'The councils of advisors' - <http://www.thecouncils.com/>

### Honors and Awards

- SME-consultant 505 accredited at the European Union  
- ecademy