

HofmannConsult

Märkte. Unternehmen. Personen.

CV Helmut G. Hofmann



Personal Data

18.08.1943 Born in Rothenburg o/Tbr. Bavaria, Germany
divorced, two children

Education, Schools

1949 - 1962 Elementary school / Highschool in
Rothenburg o/Tbr., Abitur (German Highschool Diploma)

Various Traineeships: (Coca Cola Co., Stuertz AG Publishers,
Würzburg, Savings & Loan Ass., Ripolin in Nantes, France, Mentor
Associates in Boulder, Colorado, USA)

Academic Studies

1963 - 1968 Universität Erlangen-Nürnberg in Nuremberg, Germany
(specializing in Business Administration, Emphasis in Marketing),
finishing up with
Diplom-Kaufmann (German Graduate degree)

1970 - 1971 University of Colorado in Boulder, USA, Graduate School of
Business Administration
M.B.A. Major in Marketing (with the offer to continue for a PhD)

Professional Experience

1969 - 1970 **Battelle Research Institut e.V.**, Frankfurt/Main, Germany
International Market Research for Food Additives

1971 - 1999 **KODAK AG**, Stuttgart, Germany

1971 - 1973 Marketing-Planning Specialist
1974 - 1976 Manager Marketing Planning
1976 - 1980 Manager Marketing Training
1980 - 1984 Manager Sales Document Processing Systems
1984 - 1986 Manager Marketing Document Processing Systems
1987 - 1988 Project Manager Logistics International
1988 - 1992 Manager Business- and Product Planning Computer Peripherals
(Scanners, Color Printers) worldwide
1993 - 1999 Manager Sales Scanning Systems and Database Systems for Media
Production in Germany, Austria and Switzerland.

Consulting and Training Experience

2000 – 2004

Visiting professor for Marketing Management and Corporate Strategy (in English, highly interactive)

Academy for International Management, Stuttgart
University of applied sciences, Stuttgart Germany
Estonian Business School, Tallin, Estonia
Fachhochschule Augsburg at the University of Augsburg
Reutlingen University, Export-Akademie Baden-Württemberg
University of applied sciences Neu-Ulm, Bavaria

2004 –

HofmannConsult

Consulting with the focus on Management and Marketing
www.hofmannconsult.com

Areas of Competence

Business Planning
Corporate Strategy
Corporate Governance
Marketing Management (Auditing, Strategy, Implementation, Controlling)
Turnaround Management
International Marketing (SMC's in Emerging Markets)
Sales training, Presentation Techniques
Monitoring & Evaluation in human resources
Project Management
Reengineering, Turnaround Management, Downsizing
Organizational Development
Marketing Intelligence, Investigations for CIS countries.

Business Relationships

Agency for Business Intelligence and Partner search in the Baltics, Russia, the former CIS countries and China.
Chamber of Commerce Bavaria, official coach for SMC's who want to enter the former CIS countries

Customers, selected

Alimarca / Bern, Switzerland Audi, Ingolstadt BMW / Tallinn, Estonia, Eastman Kodak / Stuttgart, Eltrade Ltd. / Sofia, Bulgaria Henkel / Düsseldorf, HitecNOFAL, Cairo, Egypt, Kantonsarchäologie / Aargau, Switzerland, KONKA Ltd. / St. Petersburg, Russia, Mannesmann Dematic / Wetter, medicalpicture / Mainz, Minol Messtechnik / Leinfelden, Novartis Crop Protection / Basel, Switzerland, Axel Springer / Hamburg, Schweizer Luftbild / Regensburg, Switzerland, Wolfson / Foto Service, Hamburg, Vesta Co. in Vitebsk, Belarus, Cleantech Ltd. / Tbilisi, Georgia

Experience in Industries

Banking, Business Intelligence, Chemical Industry, Government, Insurance, Mining & Manufacturing, Media Industry, Publishing, Retailing, Service industries, Start-ups, IT, SMC's in Emerging Markets.

Country Experience

Egypt, Belarus, Bolivia, Bulgaria, China, Central Europe, Estonia, Georgia, India, Jordan., Kazakhstan, Madagascar, Pakistan, Romania, Russia, San Salvador, Uganda. USA.

Languages**Publications, Speeches**

English, French, Spanish basic knowledge, German (native language).

Extensive speeches and publications in the areas of Marketing, Media management. Market entry to Eastern Europe, Analysis of potential business partners in Russia, The value of Business Intelligence for Russia and the CIS, Cash in advance - a good way to manage risk about potential business partners?

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