



Opresnik

MANAGEMENT CONSULTING

Marketing and Negotiation

Training, Consulting and Key Notes

Opresnik Management Consulting

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Prof. Dr. Marc Oliver Opresnik

Prof. Dr. Marc Oliver Opresnik		Date of birth: 27.09.1969	Nationality: German
Languages		Professional Experience	
<ul style="list-style-type: none"> German (Mother tongue) English (Business fluent) French (Basic knowledge) 		<p>Since 2012 Director and Professor of Marketing at SGMI Management Institute St. Gallen</p> <p>Since 2008 Professor of Business Administration with focus on Marketing and Management at the Technische Hochschule Lübeck</p> <p>2005 - 2007 Shell International Petroleum Co Ltd Global Coordinator Project Planning</p> <p>2003 - 2005 Shell Deutschland Oil GmbH Senior Property Consultant</p> <p>2002 - 2003 Shell & DEA Oil GmbH Business Development Manager</p> <p>2000 - 2002 Shell & DEA Oil GmbH Senior Category Manager</p> <p>1999 - 2000 DEA Mineraloel AG Sales Planning Manager</p> <p>1998 - 1999 DEA Mineraloel AG Corporate Trainee in Retail</p>	
Education		Industry Competence	
<p>1999 Ph.D. on „Corporate Culture in the USA and Germany“</p> <p>1996 University of Hamburg: Master degree in Economics and Business Administration (Diplom-Kaufmann)</p> <p>1989 - 1996 Study of Business Economics (Focus areas: Marketing, Human Resource Management, Psychology and Business English)</p>		<ul style="list-style-type: none"> Food Industry Service Industry Oil Industry 	
		Methodological Competence	
		<ul style="list-style-type: none"> Marketing and negotiation training, consulting and keynotes Marketing communication strategy Customer buying behaviour analysis and research 	
		Recent Key Projects	
		<ul style="list-style-type: none"> Workshop to identify key success factors Shell: Management Information System Government of the Republic of Seychelles: Sustainable Development Concept 2020 	

Consulting Focus Areas and Reference Projects

Coaching, seminars, workshops, keynotes

- Marketing and negotiation training, consulting and keynotes
- Reference: multiple trainings and coachings of executives e.g. for Shell International Petroleum Co Ltd

Marketing communication strategy

- Development and implementation of effective marketing communication strategies
- Reference: multiple workshops to develop and implement marketing communication strategies e.g. in the area of content marketing

The AVE model © - analyzing customer buying behaviour

- The AVE model - analysis of value adding drivers
- Reference: Workshop with B2B-customers which identified key success factors customers apply when making purchasing decisions

Training, workshops and coaching in marketing and negotiation to strengthen customer relationships...

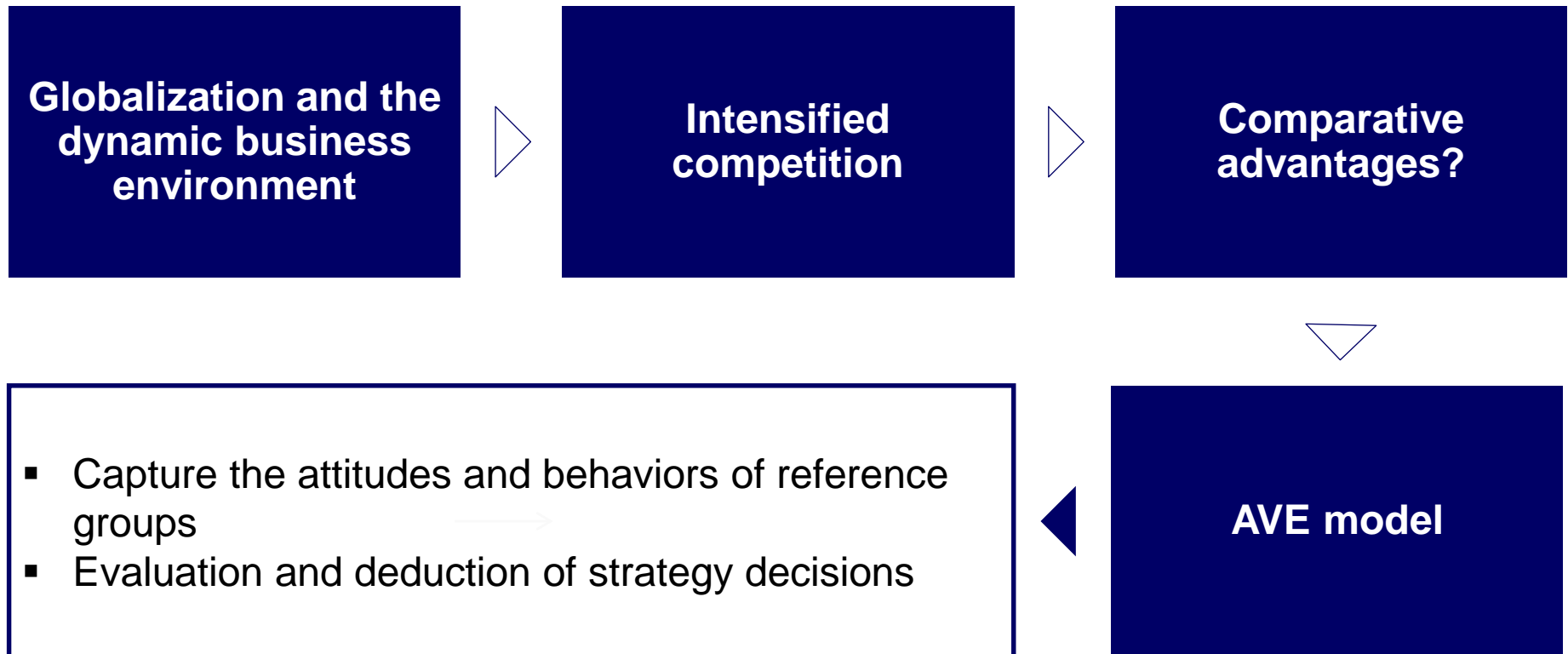
Workshops & Seminars

- Price Pressure? So what! How to enforce your prices!
- Successful negotiation. How to get to "yes"!
- Easy selling! How to master all phases of a professional sales negotiation
- Price Pressure? So what! How to enforce your prices!
- How to develop a clear focus and improve your sales
- How to lead. The way to communicate motivational goals

Coaching of Executives

- Non-verbal Intelligence
- Leadership
- Motivation Skills
- Conflict Management Skills
- Emotional Intelligence
- Rhetoric

**The AVE model:
 In more than 100 projects its application has increased sales,
 profitability and ensured sustainable competitive advantages...**



References (Extract)



Dräger

BDF ●●●●●
Beiersdorf



P&G

Google™



Contact Details



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