



Marketing and Negotiation

Training, Consulting and Key Notes

Opresnik Management Consulting

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Prof. Dr. Marc Oliver Opresnik

Global Wikipedia: https://en.wikipedia.org/wiki/Marc_Oliver_Opresnik

- Distinguished Professor of Business Administration with focus on Marketing and Management at the Technische Hochschule Lübeck
- Member of the Board of Directors and Director of the Center for Marketing Management at SGMI Management Institute St. Gallen in Switzerland
- Chief Research Officer at Kotler Impact Inc.
- 10 years experience from working in several marketing and management positions for Shell International Petroleum Co Ltd.
- President of *Opresnik Management Consulting* and experience as business consultant, keynote speaker and coach for several international companies, institutions and governments
- Author of numerous articles and books such as
 - Marketing Management, 15th ed. with Philip Kotler and Kevin Keller, Pearson, 2017
 - Marketing: An Introduction, 14th ed. with Philip Kotler and Gary Armstrong, Pearson, 2019



Marc Oliver Opresnik at the Cambridge Judge Business School of the University of Cambridge

Prof. Dr. Marc Oliver Opresnik

Prof. Dr. Marc Oliver Opresnik		Date of birth: 27.09.1969	Nationality: German
Languages <ul style="list-style-type: none"> German (Mother tongue) English (Business fluent) French (Basic knowledge) 		Professional Experience <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 <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>		Industry Competence <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 	

Educational films, lectures and interviews on various topics on YouTube:
<http://bit.ly/Opresnik-Management-Consulting>



Social Media Profiles Marc Oliver Opresnik

- LinkedIn
Marc Oliver Opresnik



- Facebook
Marc Oliver Opresnik



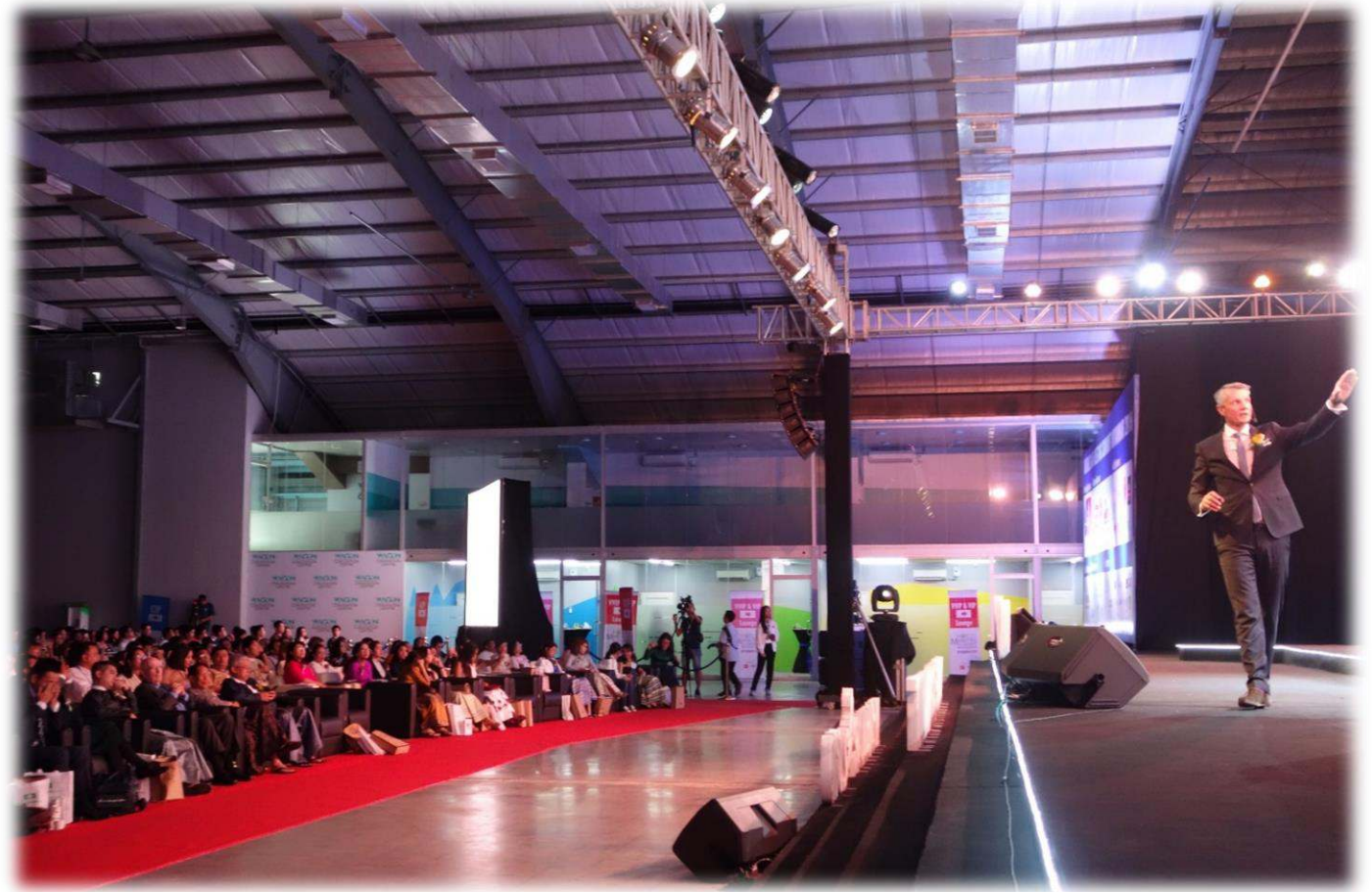
- Twitter
Marc Opresnik



- Instagram
Marc Oliver Opresnik



- Clubhouse
Marc Oliver Opresnik



Consulting Focus Areas and Reference Projects

Coaching, seminars, workshops, keynotes	<ul style="list-style-type: none">▪ 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	<ul style="list-style-type: none">▪ 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	<ul style="list-style-type: none">▪ 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

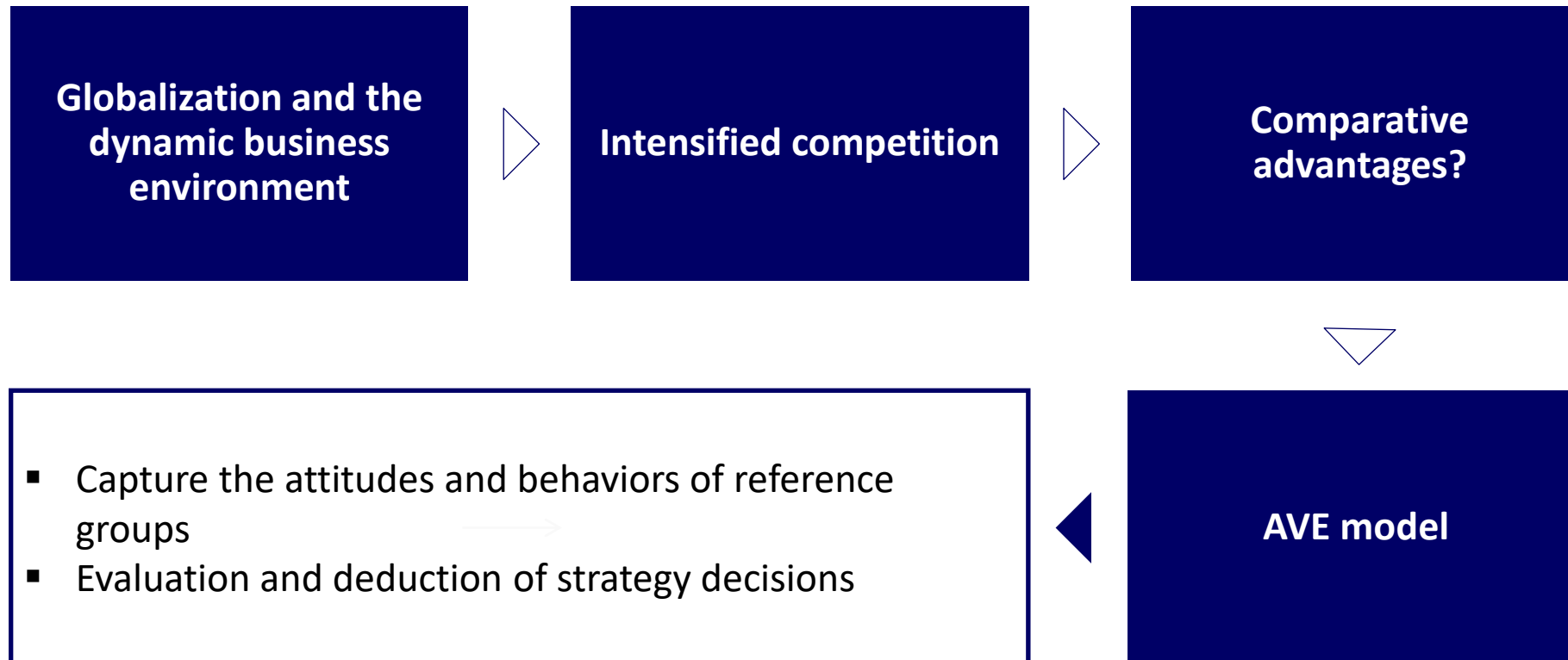
- Foundation of Marketing Seminar
- Marketing Management Seminar
- Social media marketing: Make yourself and your company fit for the digital future
- The Secrets of Successful Negotiation: Negotiating better in every way
- Price Pressure? So what! How to enforce your prices
- Easy selling: How to master all phases of a professional sales pitch

Coaching of Executives

- Leadership
- Negotiation Management
- Motivation Skills & Authenticity
- Power of Persuasion & Conflict Management
- Body Language & Rhetoric
- Emotional and Communicative Intelligence

The AVE model:

In more than 100 projects its application has increased sales, profitability and ensured sustainable competitive advantages...



References (Extract)



Contact Details



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