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## Prof. Dr. Marc Oliver Opresnik

Global Wikipedia: [https://en.wikipedia.org/wiki/Marc\\_Oliver\\_Opresnik](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, 15<sup>th</sup> ed. with Philip Kotler and Kevin Keller, Pearson, 2017
  - Marketing: An Introduction, 14<sup>th</sup> 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	Professional Experience	Industry Competence	
<ul style="list-style-type: none"> <li>German (Mother tongue)</li> <li>English (Business fluent)</li> <li>French (Basic knowledge)</li> </ul>	<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 &amp; DEA Oil GmbH Business Development Manager</p> <p>2000 - 2002 Shell &amp; 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>	<ul style="list-style-type: none"> <li>Food Industry</li> <li>Service Industry</li> <li>Oil Industry</li> </ul>	
Education		Methodological 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"> <li>Marketing and negotiation training, consulting and keynotes</li> <li>Marketing communication strategy</li> <li>Customer buying behaviour analysis and research</li> </ul>	
		Recent Key Projects	
		<ul style="list-style-type: none"> <li>Workshop to identify key success factors</li> <li>Shell: Management Information System</li> <li>Government of the Republic of Seychelles: Sustainable Development Concept 2020</li> </ul>	



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



## Social Media Profiles Prof. Dr. Marc Oliver Opresnik

- LinkedIn  
Marc Oliver Opresnik



- Facebook  
Marc Oliver Opresnik



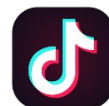
- X (Twitter)  
Marc Opresnik



- Instagram  
Marc Oliver Opresnik



- TikTok  
Marc.Oliver.Opresnik



## Consulting Focus Areas and Reference Projects

<p><b>Coaching, seminars, workshops, keynotes</b></p>	<ul style="list-style-type: none"> <li>▪ Marketing and negotiation training, consulting and keynotes</li> <li>▪ Reference: multiple trainings and coachings of executives e.g. for Shell International Petroleum Co Ltd</li> </ul>
<p><b>Marketing communication strategy</b></p>	<ul style="list-style-type: none"> <li>▪ Development and implementation of effective marketing communication strategies</li> <li>▪ Reference: multiple workshops to develop and implement marketing communication strategies e.g. in the area of content marketing</li> </ul>
<p><b>The AVE model © - analyzing customer buying behaviour</b></p>	<ul style="list-style-type: none"> <li>▪ The AVE model - analysis of value adding drivers</li> <li>▪ Reference: Workshop with B2B-customers which identified key success factors customers apply when making purchasing decisions</li> </ul>

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

## Workshops & Seminars

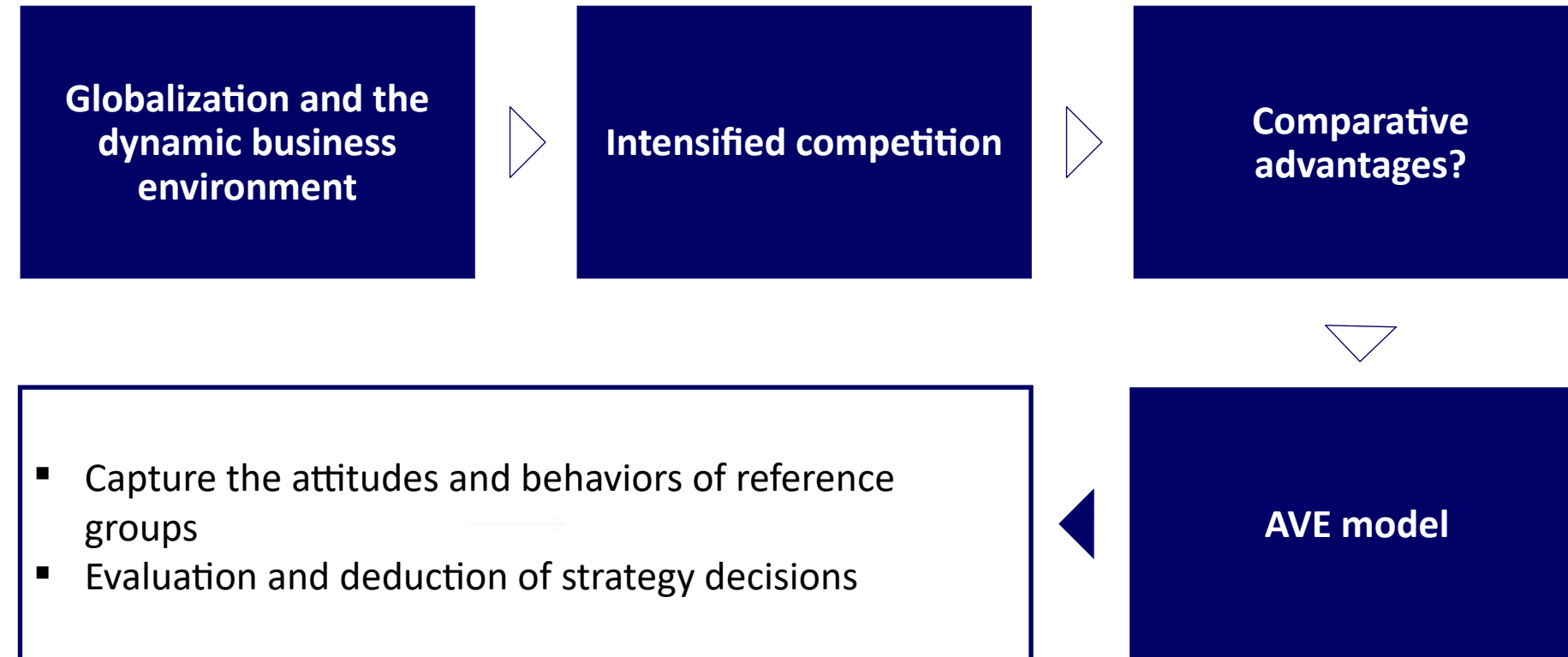
- Foundation of Marketing Seminar
- Marketing Management Seminar
- Social media marketing: Make yourself and your company fit for the digital future
- The Secrets of Successful Negotiation: Negotiating better in every way
- Price Pressure? So what! How to enforce your prices
- Easy selling: How to master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