

# 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](http://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, and the former CIS countries.  
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, Bulgaria, China, Central Europe, Estonia, Georgia, Kazakhstan, Russia, USA.

**Languages**

English, French, German (native language).

**Publications, Speeches**

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?

**HofmannConsult**

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Germany

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