

RETAILCONSULT.DE

Michael M Borchardt

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PERFORMANCE PROFILE

Highly-producing sales and marketing professional with over three decades experience in well-known german organizations. Consistently successful developing new markets, penetrating new channels, identifying and capturing new business, and co-organizing road shows and fair presentations. Goal-driven personality committed to developing outcomes mutually benefiting company and client. Excellent qualifications in building corporate relationships with industry leaders.

CORE COMPETENCIES

- New Account Development
- Key Account Management
- Client Needs Assessment
- Contract Negotiations
- Competitive / Strategic Planning
- Organizing Road Shows / Fair Presentations
- Quality Management
- Project Management
- Market Research / Competitors Analysis
SWOT / Predictive analytics
- Customer Service / Satisfaction
- Relationship Management
- Capability for Empathy

PROFESSIONAL EXPERIENCE

RetailConsult.de, Frankfurt, Germany 2015 to Present
Consultant and Coach / Owner

Consultant and Coach with focus on small and medium-sized companies throughout Germany, Austria and Switzerland.

- Mentoring skills:
 - Sales / Marketing / PR / Leadership / Coaching / Management by Motivation
Information Management / Quality Management (DEKRA-certified according to ISO 9001:2008) / Project Management

Authentics GmbH, Floetotto Interior Group, Guetersloh, Germany 2010 to 2015

Regional Sales Director

Responsible for the southern half of Germany in advising and selling to the B2B-Market very high quality designer products. Brands amongst others were Authentics (interior design and furniture by internationally renowned designers), Moleskine notebooks and diaries, and Sitting Bull (seating bags).

- Developed the market with a sales increase of about 20% p.a. with a maximum net turnover of more than EUR 6 million
- Established and maintained relationships to 1,200 customers approximately
- Relationships contained small and medium sized businesses as well as department stores and bookstore chains (Karstadt Premium KaDeWe, Alsterhaus, Oberpollinger, Karstadt, Kaufhof, Hugendubel, Thalia, Ludwig Beck)
- Researched and established new distribution channels
- Organized road shows and fair presentations incl. specially customer-tailored events - AMBIENTE / PAPERWORLD / TENDENCE (Frankfurt), TRENDSET (Munich), MAISON & OBJET (Paris)

INFOConsultant.de, Frankfurt, Germany 1998 to 2010

Consultant and Coach / Owner

Consultant and coach with focus on small and medium-sized companies throughout Germany, Austria and Switzerland.

- Mentoring skills:
 - Sales / Marketing / PR / Leadership / Coaching / Management by Motivation Information Management
- Lecturer on organizational theory at the universities of applied sciences (HDM) Stuttgart and Darmstadt (HDA)
- Wrote social-ecologically based studies on several industries in Germany as a free journalist, oeko-research Kochanski GmbH, Frankfurt

Olivetti Systems GmbH, Frankfurt, Germany 1998

Business consultant - Financial Industry

- Developed and implemented IT-solutions for the German banking sector, in particular for Business Reengineering, Electronic Banking, E-Commerce, Workflow Management, Data Warehousing and Knowledge Management
- Responsible for sales support and customer presentations
- Carried out market and company surveys and researches
- Organized trade fairs

Dresdner Bank AG, Frankfurt, Germany 1993 to 1997

Information and Knowledge Manager

- Responsible for a team of 15 information specialists working in information retrieval for the Dresdner Bank-Group
- Organized the information management, -logistics, -marketing and -controlling as well as Market Research Analysis
- Participated in the internal internet-/intranet and distributed learning project teams
- Gained broad expertise in in-house consultancy
- Attended the *Informationsring Kreditwirtschaft*, an Association of the information managers of 55 banks from german-speaking Europe as a committee member
- Conceptualized several CD-ROMs and databases
- Coached students, apprentices and diplomas

BGAG, Frankfurt, Germany 1992 to 1993

Researcher Public Relations, Press and Economics

- Organized the private library (both economic and legal literature) and electronic information management systems
- Carried out market research analysis
- Prepared and lectured the annual report of BGAG

Wertpapier-Mitteilungen, Frankfurt, Germany 1989 to 1992

Employee (Student) Technical analysis Stocks and shares

- Researched and published on foreign stocks and shares for database publishing

Institute for Social Research, Frankfurt, Germany 1990

**Collaborator (Student) at a dissertation project
„Development of POS-Payment Systems“**

- Carried out literature research

Dresdner Bank AG, Frankfurt, Germany

1985-1989

Working student at the economic department

- Supported the information retrieval activities of the Dresdner Bank Group

Education

Diploma in Sociology

Johann-Wolfgang-Goethe-University, Frankfurt, Germany, 1992

Major fields of study in Organisational Theory, Management Theory, Theory of Leadership, General Economics

Quality Management (DEKRA-certified according to ISO 9001:2008)

Frankfurt, Germany, 2016

Project Management

Frankfurt, Germany, 2016

Project Management

IHK Chamber of Commerce, Frankfurt, Germany, 2009

Qualified Instructor (*Ausbildung der Ausbilder IHK*)

Chamber of Commerce, Frankfurt, Germany, 1985

Bank Trainee Programme (*Ausbildung zum Bankkaufmann*)

B. Metzler seel. Sohn & Co., Frankfurt, Germany, 1984

A-Level, Grammar School (*Abitur am Gymnasium*)

Schwalbach, Germany, 1982

LANGUAGES

German (native language)

English (fluent spoken and written)

French (advanced knowledge)

Spanish (basic knowledge)

Professional References Available on Request