

Surname, first name: Dr. Kiel, Bert
Born: 1971
Marital status: Married
Nationality: German



Current position: Professor for international marketing & sales
at the University of Applied Sciences Münster

Key qualifications:

- Experience as member of the board (CCO) and in management consultancy
- 19 years of work experience
- 30 assignments in Europe, Asia Pacific, Latin America, Middle East & Africa in private and public services

Experience

Professor for international marketing & sales at the faculty of business administration of the University of Applied Sciences in Münster, Germany **10/10 – present**

Since 2011 head of study program: Master International Marketing & Sales (MIMS)

Lectures in

- Scientific Research, International Marketing, International B2B Sales Management, International Retail Management, Customer Relationship Management, E-Commerce, Negotiations, International business project, Innovation Marketing & entrepreneurship, Social Marketing in Master International Marketing & Sales (MIMS)
- Pricing, Product management, Basics of Marketing, Sectorial Marketing, Sustainability Management in Bachelor of Business Administration (BBA)

Managing Consultant at DETECON's international consulting division **08/03 – 09/10**
for strategy & marketing. Detecon is one of the World's leading consulting companies for integrated management and technology consulting.

Selected projects/ assignments:

- Nigeria, Etisalat, Start up of the 5th. mobile operator, product & services strategy design, launch portfolio product development, implementation, testing & mass market launch; Segmentation, targeting and value proposition development for youth segment;
- Egypt, Etisalat: Start up of the 3rd. mobile operator, Development of marketing growth strategy, sales strategy & sales plan; Set up of retail as well as business customer sales channels, including own shops, trade partners, e-channels, key account management; After a successful market launch in May 07, Etisalat achieved 1 million subscribers in less than 50 days and 5 million subscribers in 1st. year.
- Germany, T-Systems: Strategy & business model development to become an international best-in-class all-IP telecommunications & information technology service provider for business customers.
- Germany, Top 3 of international wholesale voice carriers worldwide: Internationalization - market entry strategy into 11 main Middle Eastern countries based on extensive external and internal analysis results.
- Germany, Deutsche Telekom: Evaluation of synergies in case of an acquisition of British Telecom, of O₂, and of the integration of T-Home and T-Mobile.
- Panamá, Incumbent Cable & Wireless Panamá: Business-to-Business product development, pricing, process & contract design of a broadband access product. Training of wholesale staff.
- Hungary, Incumbent Magyar Telekom: Support in wholesale product strategy development, process and reference offer design.
- United Arab Emirates, Du: Creating a reference unbundling offer for fibre infrastructure.
- China, China Netcom (then 125 million subscribers): Review of China Netcom's strategic planning process.
- Mozambique, Incumbent Telecomunicações de Mozambique: Reorganisation concept of TDM in a World Bank project.
- Poland, URTIP: EU framework assistance on regulatory topics and conduction of training workshops for employees.
- Perú, Osiptel: Cost modelling of broadband access products

Chief Commercial Officer (CCO), Bolivia, Cooperativa de Teléfonos Automaticos La Paz (COTEL) for 18 months, former monopolist of local telephony in La Paz, Bolivia; 200,000 lines in service, 650 employees. Acting CEO for 2 months.

01/02 – 07/03

Tasks and responsibilities:

- Successful turnaround management: 23% service line growth in first year after liberalisation, constant positive operational results after only 12 months of interim management (after 10 years of continuous, high losses during period of monopoly).
- Management of the departments of marketing, sales, customer care, and wholesale; direct responsibility for 115 employees.

Consultant at DETECON's international consulting division for Strategy & Organisation **03/00 – 12/01**

Intern at Meladid Cía. Ltda in Quito, Ecuador. Import of medical equipment & technology **10/99 – 12/99**

Research Assistant at the Institute of Physics of the University of Erlangen-Nürnberg, Germany **01/96 – 02/99**

Education

PhD at the Institute of Physics of the University of Erlangen-Nürnberg, Germany; degree: Doctor rerum naturalis 01/96 – 02/99

Studies of economy at the University of Hagen; degree: Diplom-Wirtschaftsphysiker (**Graduate in Business Administration**); main focus of studies: marketing & sales, organisation, and planning 04/96 – 03/99

Studies of physical science at the University of Bonn, Germany; degree: Diplom-Physiker (**Graduate Physicist**) 10/90 – 12/95

Studies of **teaching** profession for physical science, mathematics, and pedagogy; degree: pre-diploma 10/90 – 10/92

Languages

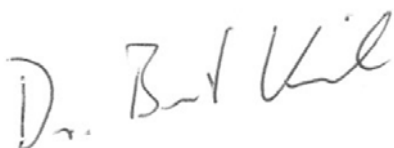
German Mother tongue

English Business fluent, for multiple years in projects daily working language

Spanish Business fluent, for 21 months in projects daily working language

Certification:

I, the undersigned, certify that to the best of my knowledge and belief, this information correctly describes me, my qualifications, and my experience.



Date: 04.08.2016