



Roland Dörr, Partner

Education

- Master Degree (Marketing & Commercial Management)
- Accelerated Learning
- PMP – Project Management Professional
- Sprachen: German, English

Career experience

- 5 years in consulting & training
 - more than 10 years in international project management & marketing management:
 - TNT Marketing Director
 - Mettler Toledo
- Head of Productmanagement

Core competences and specialisations

- Project Management
- Sales & Marketing processes, Product Management, Marketing Strategy
- Knowledge Management

Project experience (excerpt)

- Development and implementation of customer database & market universe
- Design, implementation & development of a new global brand
- Design & implementation of after sales marketing processes (customer retention, customer loyalty)
- Initiation & development of strategic business plans
- Qualification & development of marketing & sales teams
- Adaption & implementation of project management processes
- Qualification & development of project teams
- Analysis, structuring & transfer of individual, implicit knowledge into shared explicit knowledge (from expert(s) to successor(s): know how transfer)

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