



Markus Ehrensberger

markus.ehrensberger@experiences.at

mobile: +43 664 140 9465

6176 völs, innsbrucker strasse 16
austria

- 25 years of international experience in the area of General Management, Marketing and Human Resource Development. Eight years living and working as expatriate in the Middle East plus Project Management in Asia, Africa, India and USA.
- Development, implementation and enforcement of sales strategies, customary in the particular markets, including customer loyalty programs focusing global market development.
- Coaching of experts and management staff in order to develop intercultural management systems and intercultural marketing skills.
- Development and coaching of expatriates and team leaders managing global markets.
- Designing marketing strategies for global target- and lifestyle-groups.
- Development of integrated employer-branding-concepts und HRDPs (Human Resource Development Plans) for companies, organisations and industries, national and international.
- Lecturer at the University of Applied Sciences in Salzburg and WU executive academy Vienna.

education (key-points)

- Change-Management-Program, accredited (Dr. Klaus Doppler, 1999 to 2000).
- Value-focused Leadership (institute for Logotherapy & existential analyses after Viktor E. Frankl, Günter Funke, 2003 to 2005)
- accredited INSIGHTS MDI-consultant and -trainer
- award "Rooky of the year 2004" by INSIGHTS MDI International
- certificate of competence in professional personnel- and project management
- the practical, international career was completed by trainings in Austria, Germany, USA and in the Middle East

core competencies

- intercultural human resource management
- proactive marketing and sales in global markets

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- born 1960 in Hall in Tirol, married, 2 children
 - German and English: fluent in spoken and written
 - Italian: improvable
 - Recreation: adventure-tours (preference to Africa, Orient, Southern America), Photography (Leica, Canon), Piano (Barock to Rock)