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ZEITUNG FÜR DEUTSCHLAND

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**Opresnik**   
MANAGEMENT CONSULTING  
Optimising Potentials!

**Building a Better World through Education!**  
Optimising Potentials, Empowering Leaders, Transforming Futures

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## Prof. Dr. Marc Oliver Opresnik

Wikipedia: [https://en.wikipedia.org/wiki/Marc\\_Oliver\\_Opresnik](https://en.wikipedia.org/wiki/Marc_Oliver_Opresnik)

- Distinguished Professor of Business Administration with focus on Marketing and Management at the Technische Hochschule Lübeck and the University of Lübeck
- Member of the Board of Directors and Director of the Center for Marketing Management at SGMI Management Institute St. Gallen in Switzerland
- Chief Research Officer at Kotler Impact Inc. and Global Dean of Academics at Kotler Business School
- 10 years experience from working in several marketing and management positions for Shell International Petroleum Co Ltd.
- President of *Opresnik Management Consulting* and experience as business consultant, keynote speaker and coach for several international companies, institutions and governments
- Author of numerous articles and books such as
  - Marketing: An Introduction, 15<sup>th</sup> ed. with Philip Kotler and Gary Armstrong, 2022
  - Marketing Management, 16<sup>th</sup> ed. with Philip Kotler, Kevin Keller and Alexander Chernev, 2023



Marc Oliver Opresnik at the Cambridge Judge Business School of the University of Cambridge

## Consulting Focus Areas and Reference Projects

<b>Coaching, Seminars, Workshops, Keynotes</b>	<ul style="list-style-type: none"><li>▪ Marketing and negotiation training, consulting and keynotes</li><li>▪ Reference: multiple trainings and coaching of C-level executives e.g. for Shell International Petroleum Co Ltd</li></ul>
<b>Social Media Marketing Communication Strategy</b>	<ul style="list-style-type: none"><li>▪ Development and implementation of effective social media marketing communication strategies</li><li>▪ Reference: multiple workshops to develop and implement social media marketing communication strategies e.g. in the area of content marketing for Mercedes AMG</li></ul>
<b>The AVE Model © - Analyzing Customer Buying Behaviour</b>	<ul style="list-style-type: none"><li>▪ The AVE model - analysis of value adding drivers</li><li>▪ Reference: Workshop with B2B-customers of a mechanical engineering company which identified key success factors customers apply when making purchasing decisions</li></ul>

# Training, workshops and coaching in marketing and negotiation to strengthen customer relationships...

## Workshops & Seminars

- Foundation of Marketing Seminar
- Marketing Management Seminar
- Social media marketing: Make yourself and your company fit for the digital future
- The Secrets of Successful Negotiation: Negotiating better in every way
- Price Pressure? So what! How to enforce your prices
- Easy selling: How to master all phases of a professional sales pitch

## Coaching of Executives

- Leadership
- Negotiation Management
- Motivation Skills & Authenticity
- Power of Persuasion & Conflict Management
- Body Language & Rhetoric
- Emotional and Communicative Intelligence

**In cooperation with renowned universities and business schools in Germany, Switzerland and England, Opresnik Business School offers certificate courses, diplomas as well as Master's and DBA degrees by distance learning alongside your job...**

- Foundation Diploma in Business, Management & Study Skills (Level 3: Path to University e. g. BSc)
- Postgraduate Diploma in Strategic Management and Leadership (Level 7: Pathway to MBA)
- Master of Business Administration (MBA)
- Doctorate of Business Administration (DBA): Entitles the holder to hold the title of "Dr."
- Ph.D. (Doctor of Philosophy): Entitles the holder to hold the title of „Dr.“

In line with the integrative approach of **#OpresnikLearning** and the triple bottom line concept with the pillars “People, Planet, Profit”, **1% of the tuition fees are donated for meals for people in need via the “ShareTheMeal” initiative of the United Nations World Food Programme.**





# Opresnik Business School

## Building a Better World through Education

Optimising Potentials, Empowering Leaders, Transforming Futures

2 ZERO HUNGER



4 QUALITY EDUCATION



# Opresnik



BUSINESS SCHOOL

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## References (Extract)



## Publications (Extract)





## Contact Details



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