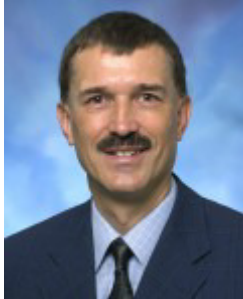





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Main fields of action

Management-Consultant

corporate analysis, strategic planning, HR-development+training, organisation + logistics, market penetration, market analysis, cultural + legal questions, cooperation + mergers

Fields of business

industry+trade , education , information+communications , tourism+leisure , health+other social services

Countries of action

Austria , Germany , Switzerland , United Kingdom , Saudi Arabia , China , Singapore , Philippines , Australia , Canada , United States

partner	Sydney	Australia/New Zealand
partner	Wien	Austria
partner	Toronto	Canada
partner	HongKong	China
partner	Haan	Germany
partner	Kuala Lumpur	Malaysia
partner	Auckland	New Zealand
partner	Manila	Philippines
partner	Riyadh	Saudi Arabia
partner	Singapore	Singapore
partner	Basel	Switzerland
partner	Istanbul	Turkey
partner	London	United Kingdom
partner	Chicago	United States

Qualifications

Registered with the following organisations

Asian Development Bank, UNIDO, REGMIFA, Management Centre Europe (MCE) / American Management Association (AMA)

Additional qualifications - Education

PhD, MSc, MAgEcon; CMC (Certified Management Consultant),
Pharma and MedTech Consulting Diplomas, Accredited Export Consultant,
Exec. Education at INSEAD and Harvard Business School.

Additional qualifications – Expertise & Experience

Business Building – Life Science / Healthcare Expertise:

Starting or expanding international Life Science businesses - competence in

• Business and Brand Development • Strategic Planning and Management • Project and Task Management • Interim Management • Marketing and Sales Management • General Management • Change Management • Executive and Cultural Coaching • M&A / Integration Management • Organizational Analysis / OD • Establishment of local subsidiaries and organizational structures.

Extensive Multinational, SME, Start-up, PPP, trade capacity development, productivity improvement expertise. Multi-year residence experience in 4 continents.

English (full competence), **German** (full competence), **French** (basic competence)

Projects

Business Development / executive training and coaching workshops - in the Middle East, Europe, Asia

Business Development / Market Entry Options USA / EU / Asia / Philippines for Gx and Healthcare products

Business Plan to internationalize a new telemedical diagnostic device from Austria - worldwide

Business Development / Product Supply & Distribution - USA / Philippines

General & Merger Management of two Pharma organizations

General & Merger Management of two Consumer Goods organizations

Business Development / Marketing / Sales - in East Africa

Business Development / Marketing / Sales - in Saudi Arabia

Product & Business Development / Marketing / Sales - in Asia

Outsourcing Research & Development Functions - in USA

Marketing & Sales / Dual Brand Strategies - in Asia

Marketing & Sales / Distribution Expansion - in Asia

Regional Training Center Development - in Asia

Operations / Logistics Improvements - in Asia

Business Development / Licensing - in Asia

Strategy Development & Implementation / Balanced Score Card - in Asia

Trade capacity and SME development - in Asia

Public Private Partnerships: Public Health Initiatives / Programs - in Africa, Middle East, Asia

http://a-i-c.at/aic_details/index.php?ID=1588

[ExpertInnenverzeichnis auf der incite-Homepage](#)

[Homepage des CMC Masters Club Austria](#)

www.mce-ama.com/bio-reinhard-schellner