CURRICULUM VITAE

Proposed role in the project: Key expert

1. **Family name: WENDELBERGER**
2. **First names: Margit**
3. **Date of birth: 28.4.1960**
4. **Nationality: Austrian**
5. **Civil status: divorced**
6. **Education:**

Institution [Date from - Date to]	Degree(s) or Diploma(s) obtained:
Donau University of Krems, Austria (2001)	Certified E-Business Manager
Institute for Systemic Coaching, Vienna (1999 – 2000)	Management Coach Diploma
Management-Institute St. Gallen, Switzerland, Comprehensive Marketing (1988)	Marketing Diploma
Business University of Vienna, Austria Business Administration and Marketing (1979 – 1985)	graduated "Magister rer.soc.oec." (Master of social and economic sciences)
College for Chemistry, Vienna, Austria Specialisation: Technical Chemistry (1974 – 1979)	graduated with engineering degree (Ing.)

7. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
German	1	1	1
English	1	1	1

8. **Membership of professional bodies:**
   Chamber of Commerce in Austria
   Management Club Austria
   Marketing Club Austria

9. **Other skills:** (e.g. Computer literacy, etc.)
   Computer literate: Microsoft Office, **Internet** Skills
   Certified Management Coach

10. **Present position:**
    Managing Director, MARCOM GesmbH, Vienna, Austria

11. **Years within the firm:** 13
    as Managing Director, Management Trainer and Business Consultant

12. **Key qualifications:** (Relevant to the project)

since 2002: Trainer for Marketing and CRM for **Top-Management** at the **Hernstein** International Management Institute, Vienna, Austria

since 1996: development of Marketing and Management training curricula / curricula design and **training material** for management training programmes in Austria, Hungary, Slovakia and Russia.

since 1996: Lecturer for Marketing and E-Business at the Fachhochschule Business Administration and Management, Vienna, Austria (4-years college targeted to Management, graduates with academic degree). Development of the **curriculum design** and **training material** for the Marketing part of the FH.

since 1992: Trainer for Marketing and Management in training programmes **in Austria, Asia, Northern Africa and Eastern Europe.** Participated in **curriculum design** and **training organisation**. **Development of training material**.

since 1992: Marketing and Business Consultant for **international companies** (Unilever, Philips, Kraft Jacobs Suchard,...) and **SME´s in Austria and Eastern Europe** (esp. Hungary)

1999 - 2000: 2-years **Train-the-trainer PHARE-Project in Slovakia: development** of the **project concept, the training curricula and the supervision concept**; **curriculum design** and **development of training material;** reporting; **press work** (PR) for the project in Slovakia. **Execution of the supervision to ensure training quality.**

1993 -1996: start-up of the Marketing- and Promotion company MARCOM Kft. in **Budapest, Hungary. 4 years** lived as an **entrepreneur in Hungary**.

1992 - 1995: Lecturer for Marketing-Management and Economics at **the University for Business Administration** in **Budapest**

13. Specific experience in the region:

Country	Date from - Date to
EU-Training project in Istanbul, **Turkey**	2000
EU-Training project in Cairo, **Egypt** (joint programme with Turkey)	1999
Development and execution of the supervision concept for a 2-years Train-the-trainer PHARE project in **Slovakia**	1999 - 2000
participated in and partly supervised 82 various Marketing-, Management-, Communication- and E-Business training projects in different Eastern European and Asian countries (**Albania, Bosnia, Bulgaria, Egypt, Estonia, Kazakhstan, Latvia, Macedonia, Moldavia, Mongolia, Poland, Romania, Russia, Slovenia, Turkey, Ukraine, Yugoslavia**)	1992 - today

14. Professional experience

Date from - Date to	Location	Company	Position	Description
1992 - today	Vienna, Austria	MARCOM GmbH	Managing Director	Marketing and Business Consulting; Marketing Training; Marketing & Internet- and E-Business Training; Management Coaching;
1993 – 1997	Budapest, Hungary	Marcom Kft.	Managing Director	start-up of a Marketing and Advertising agency and Promotion company
1992 - 1986	Hungary, Japan, Italy, Austria,	Unilever	various Marketing positions and auditor	various Marketing and Controlling- / internal audit positions internationally; market development and start-up in Japan and Hungary
1984 - 1986	Vienna, Austria	Siemens AG,	Assistant Project Manager and Software-Engineer	development and implementation (in Austria, Belgium, Germany, Spain and Australia) of a software for planning and administration of production systems
1982 - 1984	Vienna, Austria	Dietzel GesmbH	Financial Accountant	responsible for financial book-keeping, creditors and banking relationships

15. Other relevant information (e.g. Publications)

Publications: various **Training booklets for Management and Marketing**
various **articles in Marketing and Management magazines**

Member of the examination committee: at the Fachhochschule for Business Administration and Management, Vienna, Austria

1987 **Prize-winner "Manager 2000**" at the national Manager-Competition