

# Markus Weber

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## Professional Summary

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International Business Development Manager with 8+ years of experience in global markets, cross-cultural communication, and strategic partnerships. Proven track record of expanding market presence in North America, Asia, and Europe. Fluent in German (native) and English (professional working proficiency), with basic knowledge of Mandarin Chinese. Passionate about leveraging cultural diversity to drive business growth and innovation.

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## Work Experience

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### **Senior Business Development Manager | GlobalTech Solutions | Munich, Germany**

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*January 2019 - Present*

- Spearheaded market entry strategy for European expansion, resulting in 40% increase in regional revenue
- Established strategic partnerships with 15+ key industry players across 5 countries
- Managed international sales team of 12 professionals across 3 continents
- Developed and implemented CRM system that improved conversion rate by 25%
- Conducted market research and competitor analysis to identify new growth opportunities

### **International Sales Manager | Innovate GmbH | Hamburg, Germany**

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*June 2016 - December 2018*

- Expanded customer base in North American market from 3 to 27 enterprise clients
- Increased international sales revenue by 65% over 2-year period
- Collaborated with product development team to customize solutions for Asian market needs
- Trained and mentored 5 junior international sales representatives
- Represented company at 12+ international trade shows and conferences

## **Export Coordinator | German Industrial Supplies | Berlin, Germany**

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*August 2013 - May 2016*

- Managed export documentation and logistics for shipments to 20+ countries
- Coordinated with freight forwarders and customs brokers to ensure smooth delivery
- Resolved international shipping issues and customer complaints in timely manner
- Maintained compliance with international trade regulations and documentation requirements
- Assisted in developing pricing strategies for different international markets

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## **Education**

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### **Master of International Business (M.I.B.)**

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University of Mannheim | Mannheim, Germany *Graduated: July 2013*

- GPA: 1.8/1.0 (German grading system)
- Thesis: "Strategies for Market Penetration in Asian Economies"
- Exchange Program: 1 semester at Fudan University, Shanghai, China
- Member of International Business Students Association

### **Bachelor of Business Administration**

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Hochschule für Wirtschaft und Recht Berlin | Berlin, Germany *Graduated: July 2011*

- Major: International Trade
  - Minor: Cross-Cultural Communication
  - Study Abroad: 6 months at University of British Columbia, Vancouver, Canada
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## Skills

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### Business Development

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- Market Strategy & Analysis
- Partnership Development
- Sales & Negotiation
- International Market Entry
- Business Planning

### Language Skills

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- **German:** Native
- **English:** Professional Working Proficiency (verbal and written)
- **Mandarin Chinese:** Basic Conversational
- **French:** Basic Reading Comprehension

### Technical Skills

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- **Software:** SAP, Salesforce, Microsoft Office Suite (Advanced Excel), Tableau
- **Project Management:** Asana, JIRA, Trello
- **CRM Systems:** Salesforce, HubSpot
- **Data Analysis:** Statistical Analysis, Market Research Methods

### Soft Skills

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- Cross-Cultural Communication
  - Team Leadership & Management
  - Negotiation & Conflict Resolution
  - Adaptability & Flexibility
  - Problem-Solving
  - Public Speaking (in English and German)
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## Certifications

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- Certified International Trade Professional (CITP) | 2020
  - Salesforce Administrator Certification | 2019
  - Intercultural Development Inventory (IDI) Certification | 2018
  - Six Sigma Green Belt | 2017
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## Projects

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### Market Expansion Initiative

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- Led market entry strategy into Southeast Asian region
- Conducted extensive market research and competitor analysis
- Developed customized product offerings for target markets
- Resulted in \$2.5M in new revenue within first 18 months

### Cross-Cultural Training Program

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- Developed and implemented training program for international teams
  - Focus on effective communication across different cultural contexts
  - Improved team collaboration and reduced misunderstandings by 40%
  - Received company-wide recognition and adoption by other departments
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## Languages

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- German (Native)

- English (Professional Working Proficiency)
- Mandarin Chinese (Basic Conversational)
- French (Basic Reading Comprehension)