

## MICHAEL JOHANNES BOMM

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Birthday: May 28. 1958  
Family Status: married, one child  
Nationality: German



### JOB EXPERIENCE

- APR.12 – AUG. 13: GENERAL SALES DIRECTOR PETRALUXE GMBH,  
CERAMIC TILES ASCHERSLEBEN  
- Building up Marketing and Sales of the start-up company  
- Managing of our subsidiaries in Dubai, London, Moscow  
- Markets: Germany, Europe, Middle East, Russia  
- from September 2013 the position is transferred to the daughter of the owner
- JULY.09 : EXPORT DIRECTOR JASBA MOSAIK GMBH  
CERAMIC TILES ÖTZINGEN  
- Managing of our foreign subsidiaries  
- Markets: Europe, Asia, USA / Canada, Middle East, Africa, Australia  
- Turnover 2010 +24%, Margin +9%
- JAN..08: DIRECTOR EXPORT & MARKETING BOIZENBURGER  
CERAMIC TILES FLIESENFABRIK GMBH  
(SINCE 05/2008 INSOLVENCY)  
- Building up a sales structure  
- Member of strategic board  
- Markets: Europe  
- Turnover 2008: +35%
- SEPT.05: DIRECTOR EXPORT & MARKETING PROLINE PROFIL  
PROFILES FOR BUILDING INDUSTRY SYSTEM GMBH,  
BOPPARD  
- Member of strategic board  
- Markets: Europe, Middle East, USA,  
- Export share: +50%
- JAN. 04: DIRECTOR MARKETING & PRODUCT MANAGEMENT LASSELSBERGER GMBH,  
CERAMIC TILES, SANITARY WARE PILZEN / PÖCHLARN  
- Offices in Pilzen / CZ and Pöchlarn / Austria  
- Member of strategic board  
- Brand management for 10 brands  
- Product development on 16 production sites in 6 countries  
- Reporting to the owner
- MAY 2000: DIRECTOR MARKETING AGROB BUCHTAL GMBH,  
CERAMIC TILES WITTERSCHLICK  
- Directing the departments for Product management, Marketing, Advertising  
Sales support, Complaint Management, Sampling

APRIL 98:	DIRECTOR OF BUILDING SYSTEMS DIVISION CHIP BOARDS, PREFAB BUILDING SYSTEMS - Turnover +430% in the first year - Building up of two new production sites - Steering of an international sales team	KUNZ GMBH & CO. KG, GSCHWEND
JULY 97:	CONSULTANT FOR SALES SUPPORT AND PR CONCRETE / CEMENT - Office for PR of READYMIX Germany - Investor Relationship	DIBA PRESS GMBH, RATINGEN
MAY 93:	DIRECTOR MARKETING & EVENT MANAGEMENT CONCRETE / CEMENT - Responsible for sales support and architectural contests - Conception and manager of all events of the German concrete industry	INFORMATIONSZENTRUM BETON GMBH, KÖLN
AUG. 91:	PERSONAL ADVISOR OF THE MANAGEMENT BOARD PUBLIC RELATIONS  - In cooperation with Gesellschaft Dialog Bürger & Staat, Bonn - Communication concepts and strategies - Team Manager of the Bonn office <i>both companies went into liquidation</i>	PUBLICOM GMBH, WIESBADEN
MAY 91:	ASSISTANT FOR PUBLIC RELATIONS	HILL & KNOWLTON DEUTSCHLAND GMBH, FRANKFURT / M.

#### JOB EXPERIENCES DURING THE UNIVERSITY TIME

SEPT. 89:	CONSULTANT  - Creation of Labels for companies and products - Clients: Chrysler Import Deutschland GmbH, regional companies, Deutsche Gesellschaft für Außenwerbung	WK WERBUNG GMBH, MAINZ
MARCH 84:	EMPLOYEE FOR LAYOUT AND OFFSET PRINT	RHEINDRUCK GMBH, BOPPARD

## SCHOOL AND UNIVERSITY

1979:	University-Entrance Diploma	ST. MICHAEL BOARDING SCHOOL, BOPPARD
1981 – 1983:	Law (University Time)	JOH. GUTENBERG UNIVERSITY, MAINZ
1984 – 1991:	University Time - Communication science - Law - Politics	JOH. GUTENBERG UNIVERSITY, MAINZ
DIPLOMA:	MAGISTER ARTIUM, M.A. (MASTER)	

The university time had to be interrupted several times due to financial issues.

## MILITARY

1979 - 1981: Radio Operator

## ADDITIONAL QUALIFICATIONS

CONSULTANCY:	- Consultant for / Member of GIG (Gerson Lehrman Group) - Consultant for / Member of SIL (Society of Industrial Leaders)
SOFTWARE SKILLS:	- Microsoft Office - SAP R3
LANGUAGES:	- English (fluent) - French (experienced)

MICHAEL JOHANNES BOMM M.A.