

ROBERT MICHAEL FRANK

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BORN: MUNICH 28.04.1964
NATIONALITY: GERMAN
CIVIL STATE: divorced

PROFILE

A highly motivated and results-oriented executive with an entrepreneurial spirit. Nearly twenty years of accomplishment in a wide array of corporate management and marketing operations. A strong planner and strategist, able to anticipate industry trends and identify profit opportunities. Outstanding leadership and staff development skills. Solid record of achievement in leveraging industry contacts to build business and dramatically increase revenues in competitive markets, adept in focusing internal and partner energies on business objectives. Able to effectively manage multiple projects simultaneously in a demanding, fast-paced environment and complete program goals within schedule and budget. A skilled motivator with outstanding communication, negotiating, and presentation skills. Comprehensive knowledge of modern information systems and ability to comprehend and utilize emerging technologies. Fluent in both written and verbal German, English, Spanish, and Italian; conversational in French. Proficient in MS Word, Excel, PowerPoint, Outlook, Internet Explorer, Access, Project, and Visio; Map Point, AOL, and Insights Discovery HR in the MS Windows XP and Apple Macintosh OS 9/X environments.

KEY ABILITIES

- ◆ Business Plan Development
- ◆ Global Project Management
- ◆ Staff Development
- ◆ Business Analysis
- ◆ Market Analysis
- ◆ Strategic Planning
- ◆ Budget Planning and Administration
- ◆ Due Diligence Investigations
- ◆ Product Management
- ◆ CRM Strategy
- ◆ Startup Operations
- ◆ Internet Presentations

PROFESSIONAL HISTORY

I.E. - INSTITUTO DE EMPRESA BUSINESS SCHOOL, MADRID, SPAIN
International Executive MBA, expected July 2006

AYMERICH GOLF MANAGEMENT S. L. MADRID, SPAIN AND PORTUGAL

Director Marketing & Sales March 2005 – June 2005

(Aymerich is currently the largest enterprise building and managing golf courses in Europe)

- Hired for depth of experience in the marketing, sales and operations of multi-unit golf courses to direct Marketing and Sales activities for more than 25 Golf Courses in Spain and Portugal
- Created unique sales and marketing plans for courses in the pre-opening, opening and operations phases that accelerated sales of memberships and green fees
- Cultivated company's first international relationships with major tour operators and the media
- Developed first "how-to" manual for selling memberships and training course managers to implement the new sales and marketing strategies
- Managed the development of new B2C website
- Increased both awareness and value of the Aymerich brand name in the world of golf

IPM - INTERNATIONAL POPCORN MANAGEMENT GMBH & CO. KG, MUNICH, GERMANY

President, CEO, 1999 – 2004

- Founded and cultivated a vending machine business and directed all operations
- Conducted site selection and renovation; developed the business, sales, and growth plans
- Negotiated purchasing and lease arrangements for all capital equipment
- Successfully negotiated federal startup credit as well as private financial backing from key venture capitalists in the German business economy, including the largest Coca-Cola bottler in Germany

IPM, continued ...

- Managed hiring, training, and professional development of the staff and management team
- Nominated as one of five companies to be an innovative partner in developing mobile data transmitting solutions for vending machines
- Negotiated a contract to incorporate T-Mobile data cards into vending machines, providing instantaneous business data transmission to corporate offices
- Negotiated a "Letter of Intent" for 2,400 vending machines, worth a total volume of €7.2 Mio
- Sold to the Schörghuber Group, one of Germany's 100 largest companies

PARAGON GOLF ACADEMY, MUNICH-RIEM, GERMANY***Sales Consultant, 1998 – 1999***

- Successfully completed an assignment to manage construction as well as sales and marketing of charter memberships of a golf course built in the infield of the horse race track at Munich
- Created resolutions to complex construction challenges and completed construction ahead of schedule

JACK NICKLAUS GOLFPLATZ DESIGN - GOLDEN BEAR INTERNATIONAL, Munich, Germany***Design Representative, 1998 – 1999***

- Recruited by this international industry giant to manage golf course design across Germany, Austria, and Switzerland

GOLFRANGE PROJECT DEVELOPMENT GMBH & CO. KG MUNICH, GERMANY***President / CEO: Munich GolfRange, January – July 1998***

- Developed and served as general manager of six new GolfRange golf courses throughout Europe

GOLFRANGE MUNICH GRM GMBH & CO. KG MUNICH, GERMANY***President / CEO, 1994 – 1998***

- Selected by senior management of client company *Triumph-Adler Nürnberg* to build more than 12 golf courses within five years
- Completed the fastest golf course construction project ever in Germany; opened fully operational courses at Munich and Augsburg and sold memberships to capacity within the first year utilizing a groundbreaking advertising campaign
- Achieved industry-high profits through effective organization, staffing, and competitive research
- Conducted long-term negotiations in Munich and Palm Springs with *Jack Nicklaus/Golden Bear*, a Nicklaus Company, who proposed a buyout of the entire organization and concept
- Serve as general manager of the golf courses Munich-Brunnthal and Augsburg-Göggingen, the youngest ever president of two golf clubs simultaneously in Germany

FASHION STAGE FASHION AGENCY, MUNICH, GERMANY***Sales Manager, 1991 – 1994***

- Directed all sales and marketing initiatives for high-end men's and women's fashion sportswear
- Hired, trained, and mentored sales associates and provided guidance in serving elite clientele throughout Germany, Austria, and Switzerland
- Worked with key customers to resolve long-standing issues and reactivate stagnant accounts
- Developed new marketing and sales techniques that resulted in substantially increased sales of the *Bonneville* line of sportswear, neutralizing the necessity of discontinuing the line on an international basis
- Developed the concept for the *Chinook* trouser collection, later imitated by Levis under the Dockers brand

WINDSURFING CHIEMSEE AG, MUNICH, GERMANY***Sales and Marketing Director, 1991***

- Developed the business strategy and directed marketing for this sportswear manufacturing company
- Established the North American distributor network, resulting in a substantially higher global market presence and a significant increase in sales revenues

BMW AG, MUNICH, GERMANY

Marketing and Promotion Coordinator – Motorbike Cloth Division, 1990 – 1991

- Organized *BMW Motorbike Cloth* presentations and events throughout Germany

MILITARY SERVICE

MUNICH MILITARY HOSPITAL, FASANENPARK, GERMANY

Assistant Manager Head Office Surgery Department and Emergency Station, 1985 – 1986

- Selected as one of two out of 180 persons to manage surgery office in the only German military hospital due to outstanding leadership and organizational abilities
- Rated #2 in the German Military in administering Red Cross Education In First Aid, 1986

EDUCATION AND DEVELOPMENT

SPIELMANN OPTICAL, MUNICH / FREISING, GERMANY

- ❑ ***Optician Apprentice / Optician, 1981 – 1984***

UNTERSCHLEIßHEIM FEDERAL SECONDARY SCHOOL, MUNICH, GERMANY

- ❑ ***Secondary Level Degree, 1981***
- ❑ *How To Guide Employees, IHK Munich, 1997*
- ❑ *Successful Yearly Reviews In The Food Business With Key Account Clients, Fiesser Consulting Group Strategy day, Frankfurt, Germany, 2003*

LICENSURE

- ❑ Golfing Handicap 33, Paragon Golfclub Munich, 1999
- ❑ PADI Diving – Advanced Deep Dive CERTIFICATE, 1998
- ❑ Golfing Handicap 36, GolfRange Munich, 1997
- ❑ Sport Boat Driving License “Inland” Certificate, 1985
- ❑ Sport boat driving license “Shores / Ocean” Certificate, 1985
- ❑ Optician Certificate, 1984
- ❑ VIT Diving – Basic Diving CERTIFICATE, 1983
- ❑ Skiing Instructor, Bavaria, Germany, 1980
- ❑ First Aid Service Red Cross Ambulance Service Certificate, 1980

AFFILIATIONS

- ❑ Who’s Who International Member since 2003
- ❑ Business Club of young Entrepreneurs in Madrid
- ❑ OpenBC Club

References Available Upon Request