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STUART JOHN DEAN



## SHORT PROFILE

Marketing all-rounder with international experience in the service sector:

- Experience in both operational and strategic marketing (B2B, B2C & B2E)
- Specific knowledge of public transport, travel and training / personnel development sectors
- Project management in international teams (USA, Asia, Europe)
- eBusiness know-how (concepts, business models & processes)
- Leadership experience (customer service centre & product management)
- Customer service-orientated
- English as mother-tongue, German fluent
- French and Welsh – basic knowledge
- Willingness to travel

### Additional Information

Member of the Chartered Institute of Logistics & Transport (MILT, MCIT)

Regular participation in training courses and management seminars (*incl. Management Skills, Project Management, People Management, Time Management, Profitable Negotiation, Communication Skills*)

Qualification as “eBusiness Manager“ IHK (March 2003)

Marketing Officer (honorary) for Birmingham Bach Choir

Voluntary work with Oxfam (Deutschland) GmbH

## EMPLOYMENT HISTORY

<b>06/2003 – present</b>	<b>Freelance Marketing Consultant, English Trainer and Translator</b> (German- English)
<b>07/2002 – 05/2003</b>	<b>CDI Deutsche Private Akademie für Wirtschaft GmbH, Frankfurt a. M.</b> Further qualification as “Projektfachmann für eBusiness“ incl. certification as “eBusiness Manager (IHK)“
<b>1997 - 2001</b>	<b>Raytheon Training International GmbH, Rüsselsheim</b> Senior Marketing Communications Specialist, Europe Middle East & Africa
<b>1996</b>	<b>Ameri International Development Group, Frankfurt a. M.</b> Assistant Sales & Marketing Manager
<b>1995</b>	<b>Deutsche Touring GmbH, Frankfurt a. M.</b> Kaufmännischer Angestellter (group travel officer)
<b>1993 - 1995</b>	<b>International Aviation Security, Frankfurt a. M.</b> Security Assistant
<b>1983 - 1993</b>	<b>National Express Limited, Birmingham, UK</b>
1992 - 1993	Marketing Planning Manager
1990 - 1992	Corporate Planning Manager
1986 - 1990	Product Manager
1984 - 1986	Inclusive Packages Officer
1983 - 1984	Trainee

## EDUCATION

### Higher Education

1979 - 1983	University of Wales Institute of Science & Technology, Cardiff <b>Degree - BSc (Hons.) Tech "International Transport"</b>
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### Integrated Professional Training

1980 - 1981	National Travel (London) Limited London
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### School Education

1972 - 1979	Gillingham Grammar School The Howard School, Rainham
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## EXPERIENCE & ACHIEVEMENTS

### A. Marketing and Sales

#### MARKETING COMMUNICATION

- Conception & development of marketing collateral incl. brochures, international newsletters etc. (*global professional services organisation*)
- Planning and managing participation in international trade shows, conferences & events (*WTM London, ITB Berlin, HRD London, LEARNTEC Karlsruhe etc.*)
- Managing agency relationships, editors, printers & other suppliers
- Development, implementation and control of CI-/CD concepts (*incl. National Express Holidays, Birmingham Bach Choir*)
- Internal communications and PR activities

#### PRODUCT MARKETING

- Product Management of a European travel programme (*short breaks*)
- Development of a segmentation / differentiation strategy (*public transport users*)

#### SALES & AFTER SALES

- Establishment of a customer service/reservations centre, incl. staff responsibility
- Product presentations / workshops with sales teams
- Representation of hotels and tour operators from South-East Asia within German speaking markets (B2B partner relationships, CRM, sales)
- Customer Relations (B2C)

### B. Planning and Organisation

#### PROJECT MANAGEMENT

- Planning and operation of travel services to international events
- Marketing planning, incl. market analysis, market research and evaluation
- Conception and implementation of a computerised reservations system
- Development and launch of a new pricing structure
- Development of a marketing database

#### PLANNING

- Responsibility for a national transport network, incl. evaluation of individual routes, introduction and control of stops and pricing
- Contracting of hotel and other tourist services throughout Europe

#### ORGANISATION

- Budget responsibility for a package holiday programme *with € 4.5 million turnover & € 450K marketing budget*
- Negotiation with local government transport departments
- Introduction of a computer database and computer-based network planning system

### C. Management

- Responsibility for 10 staff, incl. recruitment
- Experience in working in international teams and different cultures

**Qualification as “Projektfachmann für eBusiness CDI”  
(with German Chamber of Commerce certification as “eBusiness Manager”)**

*Course Contents*

<b>Information Technology:</b>	Programming (basic course), Database Systems, SQL, Internet Technologies, Business Modelling, UML
<b>Website Production, XML Applications:</b>	HTML (CSS, DHTML), Java Script, XML(XSL)
<b>Commercial Aspects and Business Tools:</b>	eMarketing, Online Communities, Database connections with the Internet (VB Script, MS Access)
<b>Module „eBusiness Manager (IHK)“:</b>	eBusiness / eCommerce - basics; Concepts, Business Models, & Processes; Online Marketing, CRM, eSelling, eProcurement, Knowledge Management, SCM, Alliances and Partnership Systems  Standard Software for Shops and Marketplaces, eSecurity & eFinance Technologies, Emerging Technologies Potential Analysis, Project Organisation, Web Design, Multimedia Engineering  Quality Management for eBusiness Applications, Legal Issues
<b>MySAP.com Solutions:</b>	SAP-Project Tools, Marketing Applications (SD), eBusiness Solutions

Munich, 01.07.07