

# CURRICULUM VITAE

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## SYNOPSIS

- Autor and Writer of the books Msafiri and Urugendo
- Leader, Manager and Performer with more than 3 decades' experience in developing business development and service structures in Emerging Markets, Middle East and Europe
- Multi-industrial approach and experienced in Consultancy, Advisory, Business Development, Fundraising, Digital Assets, Logistics & Supply Chain topics, Industrial Automation and Production topics, etc.
- Entrepreneurial mind set with extensive experience in setting up companies from scratch and engaging in green-field investments
- Team leader with the emphasis to coach, train, motivate and mentor teams and organizations to outperform ambitious targets
- Adaptable to connect on different management levels from workshop staff to C-suit executives for gaining the trust and appreciation of partners and customers
- Highly accomplished and well-rounded personality with a strong financial acumen and with P&L accountability

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## PROFESSIONAL CAREER

### AUTOR and WRITER, March 2022-present

- Finalizing the books Msafiri and Urugendo, which have been written and developed over the course of more than thirty years
- Publishing the book by the End of 2022 or in the beginning of 2023 in German speaking countries
- Engaging in Social Media campaigns to reach out to prospective readers
- Holding readings and presentations in Austria, Germany, and Switzerland
- Marketing the book together with publishers, bookstores, book chains and people and institutions who are interested in the books and its messages

### CEO - LIN Enterprises, May 2016-present

- Developing a global network of agents and acting in more than 60 countries with 220 partners to help and assist Small and Medium Sized Enterprises (SMEs) for selling their products internationally and for getting them funded via international sources
- As the CEO, Reinhard was the mastermind of the organization developing the worldwide network and driving the value creation process

### REGIONAL DIRECTOR - The Phillips Group, Dubai, UAE October 2015-October 2016

- Running and executing sales operations in the Gulf Region as a Management Consultant
- Developing C-level and governmental clients and engaging in collaborations on a wider scale
- Streamlining and formulating sales efforts for industrial clients in various countries in the region
- Defining sales strategies, negotiating extensive agreements, and taking care for an outstanding service delivery

### CEO - Hunting Heads Middle East FZ-LLC, Dubai, UAE, October 2014-October 2015

- Acting as the CEO of Hunting Heads Middle East FZ-LLC
- Formulating and streamlining strategies, budgets, and resources with the CEO of hunting heads from Germany
- Developing international clients in several industries and in different geographical areas
- Spearheading project acquisition and service execution

- Negotiating agreements and involving collaborators and clients in the process
- Coaching, motivating, training and mentoring Management Consultants and Board Advisors
- Forecasting, calculating margins and controlling results by respecting the core values of the group
- Evaluating risks and assessing resources, institutionalizing Processes and make them measurable and controllable

**SENIOR PARTNER - Hunting Heads Middle East FZ-LLC, Dubai, UAE, October 2012- October 2014**

- Successfully coaching, mentoring, and leading partners (junior head-hunters)
- Acquisition work and direct sales activities on a daily base
- Presenting offers, negotiating agreements, and signing orders
- Working together very closely with the founder of Hunting Heads

**MANAGING DIRECTOR - Gutenberg FZ-LLC, Dubai, UAE, October 2010- October 2013**

- Running different industrial magazines like LOG.Middle East Magazine, Plastics Middle East, Food Production Middle East, and the Metal Working Middle East Magazine
- Developing powerful communication channels on print level and expanding their reach
- Full P&L and overall responsibility for the company
- Corporate publishing for industrial clients

**MANAGING DIRECTOR - USP Trading FZC, Dubai, UAE, April 2008-December 2012**

- Setting up sales structures, industrial networks and operations in UAE and the Gulf Region
- Establishing and developing sales networks for reputable companies like SWISSLOG, TGW, AUTOMATION X, Supply Chain and Logistics Group (SCLG), BINDER, REDWELL, H&P, SGS INDUSTRIAL and several others
- The product range consisted of mini load storage solutions, high bay warehouse solutions, conveyor technology for pallets, warehouse management systems, hardware and software solutions for the oil & gas, conveyor technology, industries, infrared heating solutions, etc.
- Sales and project management from acquisition to execution and implementation
- Establishing after sales service structures and organizing spare parts and consumables
- Leading, coordinating, and executing industrial sales projects of various kinds with volumes of up to 8 Mio. Euro per project
- Developing a strong bond to the customers and cultivating the relationships between the suppliers in Europe and the end-customer in the Gulf Region
- Identifying market niches and endeavoring to explore them in collaboration with the partners
- Networking and setting up sales networks all over the region on different levels – from the mechanic over the mid management and office staff to C-level executives
- Appointing distribution networks, calculating margins, and drafting legal agreements

**GENERAL MANAGER - Ecolog Logistics Systems DWC LLC, Dubai, UAE, September 2006-December 2007**

- Founding, setting up and establishing the company in Dubai World Central and working closely together with the headquarters in Wels, Austria
- Leading all sales and service operations in the Middle East
- Selling and implementing conveyor technology, mini load storage solutions, high bay warehouse solutions with stacker crane technology, package sorting solutions, RFID technology, robotics, warehouse management software solutions, ERP systems, etc.
- Leading industrial projects and liaising with subcontractors as the key contact person for suppliers
- Achieving a high customer satisfaction by setting up structures for the supply of spare parts
- Appointing distributors, calculating margins, and drafting agency agreements

**GENERAL MANAGER - Global Trading Services GmbH, Pinkafeld, Austria March 2001-August 2006**

- Setting up sales and marketing networks for different clients in Austria and Germany to be executed in Hungary, Slovakia, Czech Republic, and Slovenia) and the Middle East (UAE, Qatar, Kingdom of Saudi Arabia).
- Marketing different products and services, such as information terminals, software solutions for the hospitality industry, water treatment solutions, water purifying solutions, measurement equipment, hovercraft technology, etc.

- Setting up and running comprehensive operations in Austria, Germany and in English speaking countries
- Designing marketing and sales solutions for SMEs to position their products and services on the international marketplace

**GENERAL MANAGER - Lectra Systemes GmbH, Vienna, Austria, October 1995-February 2001**

- Leading Lectra Systems GmbH in Austria and in Central Europe and outperforming all given targets by steadily improving the net profit. In 1999, the achieved net profit was 55%, which was the highest in the group
- Running the operations in 12 different countries (Austria, Poland, Slovak Republic, Czech Republic, Belarus, Ukraine, Hungary, Croatia, Slovenia, Serbia, Romania, and Bulgaria) and making sure that the budgets are met, and the targets are achieved
- The product range has been CAD and CAM solutions, advanced cutting technology with vibrating or rolling knife, laser cutting technology, water jet cutting solutions, hardware and software systems for the apparel industry and for industries working with soft textiles (e.g. truck covers, sails, etc.)
- Selling comprehensive automation solutions with different sales teams and different sales approaches in different countries simultaneously and with impact
- Developing new markets geographically and identifying new market niches
- Reporting to the headquarters in Paris/France on a regular base and entertaining a strong and continuous communication to the CEO, CFO and the CCO

**SALES MANAGER - Mils Elektronik GmbH, Mils, Austria, June 1994-August 1995**

- Sales Manager for cipher equipment (data encryption, voice encryption, text encryption, tamper-proof telecommunication systems)
- The clients mainly have been Governmental institutions like Ministry of Defense, Ministry of Interior, Ministry of Foreign Affairs, Police Organizations and Presidencies
- Extensive business trips to the Middle East and to the Far East (Jordan, Egypt, Kuwait, Kingdom of Saudi Arabia, United Arab Emirates, Oman, Pakistan, India, Bangladesh, Indonesia, China, Japan, South Korea, etc.)
- Setting up sales networks on different decision taking levels
- Implementing service structures and caring about spare parts and consumables
- Recruiting, motivating, and coaching sales and service partners

**WORLD TRAVELER - 5 continents, April 1992-April 1994**

- Journey around the world through 49 countries on 5 continents from 19 April 1992 to the 21 April 1994 (2 years and 2 days)
- Writer for an Austrian newspaper and taking professional photographs. Permanent photo exhibitions in an Austrian bank in my absence and bi-weekly publications in a regional newspaper
- Cultivating my understanding and believes for different cultures, ethics, and religions

**TECHNICAL SALES MANAGER - Sigma Technik GmbH, Vienna, Austria September 1988-March 1992**

- Working as a Technical Sales Executive in the field of electrical measurement equipment in Austria and in the former Eastern Europe
- Being responsible for moisture measurement gauges (ppm area), ultrasonic thickness measurement equipment, flow measurement equipment, flow control solutions for the oil & gas industry, telecommunication equipment, etc. Most of the products had been imported from Panametrics (US), Pier Elektronik (DE), Magnetrol (BEL) and Daniel (US)

**ACADEMIC QUALIFICATIONS**

**University Degrees in Commerce & Business Administration**

WIRTSCHAFTSUNIVERSITÄT WIEN in Vienna/Austria  
Fields of Studies: Commerce (Handelswissenschaften) 1983–1988

**University Diploma in Advertising & Sales**

WIRTSCHAFTSUNIVERSITÄT WIEN in Vienna/Austria  
Advertisement & Sales (Werbung & Verkauf) 1987–1988

**B.Sc. in Electronics & High Frequency Technology**

BULME GRAZ in Graz/Austria

Electronics and High Frequency Technique (Nachrichtentechnik und Hochfrequenztechnik)  
1978-1983

Obtaining the title "ENGINEER" after 2 years of practice when working with Sigma Technik

**ADDITIONAL INFORMATION**

- Nationality: Austrian
- Residency: Hartberg/Austria
- Religions: Christian, Buddhist
- Languages: German (native), English (fluent)

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