

**EUROPEAN
CURRICULUM VITAE
FORMAT**



PERSONAL INFORMATION

Name **RIEDL MARCEL**
Address **KE ŠTĚRKOVNĚ 674, 155 31 PRAHA, CZECH REPUBLIC**
Telephone **+420 604 234 003**
E-mail **marcel.riedl@gmail.com**

WORK EXPERIENCE

- Dates (from – to) **From 1993 until now (part time since 1996)**
- Name and address of employer **Faculty of Forestry and Wood Science of the Czech University of Agriculture in Prague, Kamycka 129, 165 21 Prague 6 Czech Republic; Tel.: +420 224383736; Fax: +420 224383701; E-mail: riedl@fld.czu.cz, Website: www.czu.cz**
University education and research
Lecturer
Teaching in marketing, entrepreneurship and management science
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities
- Dates (from – to) **From 2003**
- Name and address of employer **tacs s.r.o. (training and consulting services), Website: www.tacs.cz;; E-mail: riedl@tacs.cz, tacs – training and consulting services**
Owner, manager, trainer
Consulting. project development and training in Marketing, Management, Sales, PR
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities
- Dates (from – to) **From 1995 until 2002**
- Name and address of employer **ICV, Sokolska 60, 120 00 Praha 2, Czech Republic; Website: www.icv.cz**
Education
External consultant, project manager, trainer
Training in Marketing, Management, Sales, PR
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities
- Dates (from – to) **From 1991 to 1992**
- Name and address of employer **PointX, Truhlaraska 20, 122 00 Praha 2, Czech Republic; Tel.: +420 22319395; Website: www.pointx.cz**
IT
Marketing manager
Marketing, communication and sales of British Psion products and
- Type of business or sector
- Occupation or position held
- Main activities and responsibilities

solutions in forestry, trade, transport etc.

- Dates (from – to)
- Name and address of employer
 - Type of business or sector
 - Occupation or position held
- Main activities and responsibilities

From 1979 to 1991

PORS Praha

Trade, IT

Programmer, analyst, leader of programming team, project manager food trade software for daily wholesale operations throughout Czechoslovakia, Analyzed and optimized vehicle routes, introduced barcode and handheld computers to the trade, communication with clients, key account management

EDUCATION AND TRAINING

- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
- Title of qualification awarded

1996

SRM, Amsterdam

Trainer to trainer course

Strategic Marketing and Communication

NIMA-B

- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered

1995

Georgetown University, Washington DC

Marketing, Communication, Environmental Economics, business Financial management

- Title of qualification awarded

ECESP certificate

- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
- Title of qualification awarded

From 1987 to 1993

University of Economics, Praha, Czech Republic

Econometrics

PhD.

- Dates (from – to)
- Name and type of organization providing education and training
- Principal subjects/occupational skills covered
- Title of qualification awarded

From 1974 to 1979

Charles University, Praha, Czech Republic

Mathematics, Statistics

RNDr.

**STUDYING AND WORKING
EXPERIENCE IN MULTICULTURAL
ENVIRONMENT.**

- **1995 – 9 months Georgetown University, USA (successful passing the exams for ECESP certificate in Marketing, Communication, Environmental Economics, Business Finance and Management Science).**
- **1995 – 3 weeks internship: Office Denver, Co. - Natural Resources Department Governor Office (Public relations),**

- 1995 – 2 weeks internship Fluor&Daniel Denver, Co. (PR)
- 1995 – 3 weeks internship Global Environmental & Technology Foundation Washington DC (Project management -TVA),
- 1995 – 3 weeks - Congress USA (Head of Foreign Committee Office - communication and international relations)
- 1993 – 1 week– Trinity College, Dublin (Education in Forestry)

**ORGANISATIONAL SKILLS
AND COMPETENCES**

*Project management and
consulting activities:*

- **Analysis and Market Development - 82 pages** (for ČEZ - the largest electricity producer in the Czech Republic)
- **Project manager of project - Support of Return-to-Job-Market project funded by the EU - 30-day training program in communication, sales and marketing including e-learning support .**
- **Individual management skills development program for senior executives of the Ministry of Agriculture**
- **Dealer Marketing - A training program for the owner and sales managers of Skoda Auto dealer network in Czech Republic (240 people) and Slovakia (80 people).**
- **Development and implementation of a three-tiered training program lasting 22 days in the field of marketing and sales for the three hundred employees Skoda Auto (about 400 people)**
- **National Consultant for Training for the Czech Republic of the FAO project “Capacity Building and Communication Strategy for the Forest Sector“ responsible for the budget and implementation.**
- **Other projects and workshops in marketing, sales, communication :**
- **Analytical Marketing (Siemens), Brand management (GE Capital), Marketing, CIMA (Budweiser Budvar), Marketing (Johnson&Johnson - division Janssen-Cilag), 3M**
- **in company training and workshops in marketing, sales, communication**
- **Clients: DNS, ICL, Česká spořitelna (marketing, CI, PR), Nestle (Trade Marketing), Delhaize Group, PVT, Bristol-Myers Squibb, Expert&Partner, and others**
- **MBA courses in project management and marketing**
- **About 1200 training days**

Curricula development and training

**TECHNICAL SKILLS
AND COMPETENCES**

- **Computer skills – 9 years experience of professional programmer**
- **Driving licence Category B**

SPECIFIC AREA OF ACTIVITY

- a member of the
- **CIMA – Czech Institute of Marketing**
 - **CMS – Czech Marketing Association**