

SACHA STAWSKI

A STRATEGIC MANAGEMENT & MARKETING MBA

CURRICULUM VITAE

First- and Last Name

Sacha Stawski

Date of Birth

28 January 1970

Place of Birth

Frankfurt, Germany

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Nationality

German

Profile

Marketing and sales professional with superior organisational and communication skills. Internationally educated. Recently completed MBA at the University of Chicago Graduate School of Business, with strong emphasis on strategy and marketing. Proven abilities in identifying new client groups, designing successful promotional campaigns, developing long term business strategies, generating ideas, managing products, details and people. Highly motivated self-starter and team player with a strong work ethic and positive attitude.

Highlights

- Diverse marketing, sales, business & team working skills through various professional employment and entrepreneurial ventures
- Lived and worked in Germany, United Kingdom and USA. Additional experience in dealing with Eastern Europe and Canada
- Internationally educated (Germany, England & US) - Speak and write fluent English & German, plus oral French
- Familiar with PC and MAC computer applications, including Win95, MS Office, WinFax, HTML, Maximizer, Q&A, Minitab & more

Graduate Studies

1996 - 1998

University of Chicago, Chicago, Illinois, USA

- Degree: 'MBA' – Masters of Business Administration
- Concentrations: Marketing and Strategic Management
- Grade-Point-Average (GPA): 3.5 / 4.0
- Who's Who Among International Entrepreneurs (1997)
- Who's Who in Executives and Businesses (1998)

Undergraduate Studies

1989 - 1993

Clark University, Worcester, Massachusetts, USA

- Degree: 'BA' – Bachelor of Arts with Honours in Economics
- Major: Economics; Concentration: German
- Grade-Point-Average (GPA): 3.3/4.0
- Writing & Teaching Assistant, Peer Advisor, Tutor, Alumni Interviewer
- Who's Who Among Students in American Universities (1992 & 1993)
- Who's Who Registry of Global Business Leaders (1992)

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Undergraduate Studies continued...

1988 - 1989

European Business School (ebs), London, G. Britain

- First year of 'DEBA' (Diploma in European Business Administration/ B.Sc. with German and French completed)

Secondary School Education

1983 – 1988

Carmel College, Wallingford, Oxfordshire, G. Britain

- 7 'O' Levels: German, Religious Studies, Chemistry, English Language, English Literature, History, Mathematics
- 3 'A' Levels: German, Economics, Religious Studies

1980 – 1983

Bettina Gymnasium, Frankfurt, Germany

- First 3 years of German secondary education successfully completed (with all compulsory subjects and elective languages English and French)

Professional Employment

06/1996 – 10/1999

NiTo USA Inc., Boston, Massachusetts, and Chicago, Illinois, USA

- Director and Consultant for International Financial Publishing Start-up (Distributors of "The Burmese Tiger Technical System")
- Responsible for running of US operations, including legal, managerial, sales and marketing issues and strategies
- International Sales and Marketing of analytical services to private, corporate and institutional investors (Forex, Bonds & Stocks)
- Establishment of World Wide Web site and development of long term International Internet sales and marketing strategy

01/1996 – 05/1996

Thomson Financial Services, Boston, Massachusetts, USA

- Sales Manager Canada for **Technical Data** services (formerly exclusively distributed via Dow Jones Telerate, now Bridge Telerate)
- Experience in dealing with: Forex, Bonds, Money markets, Mortgages, Swaps and Eurobonds (15 premium analytical services)
- Co-ordination of Sales and Marketing events for territory; relationship development with clients and Canadian partner offices
- Redesign of single product/user pricing structure to bulk packaging & pricing for multiple products and users on digital platforms

06/1993 – 12/1995

Thomson Financial Services, Frankfurt, Germany

- Sales and Marketing Executive (with office management responsibilities) for **Technical Data**, working with & through **D.J. Telerate**
- Territory: Germany, Austria, Switzerland & Eastern Europe; expansion into new product & geographic areas; alliance management
- Press contacts; design & co-ordination of promotional campaigns; database maintenance; bookkeeping; pricing; customer relations
- More than doubled monthly revenues and progressed to become Number One salesperson in Continental Europe
- Training in Boston and London: Participation in Introduction to Financial Industry, Sales Negotiations, and Tactical Selling Skills courses

06/1990 – 06/1993

CLARK Travel Club, Worcester, Massachusetts, USA

- Founder and President of full service student travel agency (Flight, hotel, car rental reservations, Spring Break & weekend trips)
- Marketing, administration, personnel hiring, advertising, accounting, sales, special agreement negotiations and promotions
- Propelled growth from dorm-room operation to full service travel agency with sales exceeding \$50,000 per month

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Selected Internships

12/1991 - 07/1992

Collegiate Advantage Marketing, Inc., Boston, Massachusetts, USA

- Regional Sales Manager for Filene's Basement Vacation Outlet - Spring Break Trips. Marketing, Sales, Promotion & Advertising. Responsible for Sales Agents in region, with emphasis on motivation and sales.

09/1990 - 05/1992

Clark University Tutor & Teaching Assistant, Worcester, MA, USA

- Officially recognised University Peer Tutor for Economics and German. Conducted regularly scheduled writing groups and workshops for Verbal Expression courses (for Americans), as well as for German as a foreign language. Emphasis on writing style, thematic contents, features of creation, editing, and thesis establishment. Worked very closely with professors.

06/1989 – 08/1989

European Parliament Information Office, London, G. Britain

- Answered general inquiries regarding the E.P. and the E.P. Elections, in writing, as well as over the phone. Conducted library research and interpreted statistics of 1989 European Parliament Elections.

Other

- **Positions of Responsibility**

Clark University Alumni Interviewer; Founder and President Clark Travel Club; Peer Advisor, Orientation Co-ordinator, Writing & Teaching Assistant, as well as Tutor at Clark University; Founder and President of a youth charity organisation

- **Other Awards and Activities**

University of Chicago & Clark University Alumni Association Member; First Academic Honours; Published in various "Who's Who" Publications; Graduated from Leadership Colloquium; Member of International Student organisations

- **Personal Interests**

Entrepreneurial Projects; Business Management (BWL); Economics; Internet; Politics; Current Affairs; Travel; Reading (mainly non-fiction); Clark University & University of Chicago Alumni Activities; Languages; American/European Affairs and Middle Eastern Affairs

References

- Martin Nitz, (Managing Director), NiTo GmbH, Eschborn, Tel. +49 (06173) 67339, Fax +49 (06173) 606761, Email: nitz@internet.de
- Michael Ross, (Formerly Sales Manager, Thomson Financial Services), Boston, MA, USA, Tel. +1 (617) 864-9500, ext. 237
- Prof. Joan Meyers-Levy, University of Chicago, Graduate School of Business, Chicago, USA, Tel. +1 (312) 702-2115, Fax +1 (773) 702-0458, E-Mail: joan.meyers-levy@gsb.uchicago.edu