

## Max Eller Profile



Max Eller, 1951, has extensive experiences in Sales and Marketing, Training and Development and General Management.

With his studies in pedagogic he qualified as a teacher, receiving his Swiss teacher's licence in 1972 , a higher licence in 1976. and worked subsequently in this field.

1980 he moved into Private Industry and worked in Sales before becoming Sales and Marketing Manager for a real estate Company and later Sales and Marketing Director for a international Production and Trading Company in Switzerland.

In 1983 he graduated in Marketing and Sales with the Swiss-Federal-Diploma, BIGA, Bern.

Subsequently he set up his own business in Management and Marketing Consultancy. As a partner of an International Institute he works extensively in Switzerland, Austria and Germany and is actively involved in multinational projects.

In addition he has lectured in Higher Education and was an Examiner for Higher Swiss Federal Diplomas. Until 1990, he worked mainly in Marketing, Strategic Planning and Organisation. Then he decided to specialise in the development of customised training programmes - Sales, Communications, Management, Personality Development - with particular emphasis on Team Building and Personal Effectiveness in the work environment and the Management of Change.

