

Detailed CV

Marcello Camerin, M.A.

Founder, consultant, Univ.-tutor, extreme-athlete, musician



CV – Marcello Camerin, born 1975

- 1993 graduation from vocational school
- 1993 founding company “Camerin”, as one of the youngest entrepreneur’s in Hessian
- 1995 opening of 2. branch
- 1998 opening of 3. branch
- 2002 nominated for the German Internetprize in Berlin for his homepage : www.camerin.de
- 2002 first participation in an official marathon
- 2003 Published CD “Endless Love” , LC 03899
- 2003 award for excellent trade-related E-Business-Solutions with www.camerin.de, the award was given by the Hessian Ministry of Economics
- 2004 1. Ultra-Marathon “Rund um Jena”, 100km (actual 110,3 km)
- 2005 2. Ultra-Marathon Biel, Switzerland
- 2005 gradiation as stately approved producer of ice-cream
- 2006 graduation as skking instructor alpine, member of Deutscher Skilehrerverband (DSLTV)
- 2006 Ironman (3,8 km swimming, 180 km cycling, 42,195 km running)

- 2007 Nominee for the BestPractice-IT-Award of the Federal Ministry of Economics
- 2007 – 2013 Partner of Guder & Partner, www.guderundpartner.de
- 2007 expansion of business by cooperation with new distribution partners
- 2007 tutor at Philipps University Marburg - economics faculty, FB 02-BWL III, Case Study's
- 2007 Board member of Association of Junior Economists, Marburg

- 2008 expansion of business by cooperation with new distribution partners
- 2008 degree in economics
- 2008 Awarding of the pilot operation in the sector „Systematic services design“ on the basis of the project „Service Engineering“ promoted by the German Federal Ministry for Education and Research

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marcello
camerin
gründer | berater | dozent

- 2008 Successful participation at **24h** race "Bike on the Ring", Nürburgring
The Nürburgring, known as simply "the Ring" by enthusiasts, is a motorsport race track in Nürburg, Germany built in the 1920s around the village and medieval castle of Nürburg in the Eifel and 28.265km long, including the famous Nordschleife, it is widely considered the toughest, most dangerous and most demanding purpose-built race track in the world.
- 2008 Participation in the Coaching Group "executives advising business founders" of the Office of Economic Development / Regional Development of the district of Marburg / Biedenkopf
- 2008 tutor at Chamber of Crafts Frankfurt - marketing faculty
- 2009 expansion of business by cooperation with new distribution partners
- 2009 Participation in project sponsorship of Marburg "Alt helps young" - Solidarity life - coaching for students / inside the transition from school / work
- 2009 tutor at School of Business Management, Karlsruhe
- 2010 – 2012 President of Association of Junior Economists, Marburg
- 2010 tutor at University Giessen - economics faculty
- 2010 expansion of business by cooperation with new distribution partners
- 2010 trainer training successfully completed
- 2011 Opening of 15 distributions partners
- 2011 tutor at Steinbeis-University Marburg - economics faculty
- 2011 participation in an duathlon
- 2012 Member of the Audit Committee of the Chamber of Crafts Rhein-Main
- 2012 Successful participation in the half-marathon, Timmendorfer beach
- 2012 Deputy Chairman FV DSO, Special Operations Division www.fv-dso.de
- 2012 Successful completion of the first LT H. New York C.P. Marathon
- 2013 Award "Company of the Month" by the Hessian government
- 2013 Lecturer at the Business Academy Hessen-Thüringen and responsible tutor in the Department of Human Resources
- 2013 Awarding on the basis of the project "Prodik" promoted by the Itb Karlsruhe, University Duisburg and the German Federal Ministry for Education and Research
- 2014 Quality Management System-Auditor
- 2015 M.A. (Wirtschaftswissenschaften) M.C.L.
- 2015 Member of the Audit Committee of the Chamber of Crafts Magdeburg
- 2015 Awarded by the Hessian Social Ministry for Corporate Social Responsibility



2015 Systematic design of (customer) services with primarily social science aspects of Marcello Camerin were an issue for the future field of "Innovative Working Environment" of the HIGHTECH-Germany-government strategy



2016 From the German Federal Ministry for Education and Research as a reviewer for "technology-based service systems" appointed

2016 In the project "Prevention 4.0." as Value Partners and research staff from the Federal Ministry of Education and Research appointed

2018 foundation of www.einfach-projektmanagement.de

2018 Lecturer at Gera-Eisenach Cooperative State University, Work Science, Workplace Design



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The entrepreneur

Marcello Camerin, born 1975, opened his company "Camerin" in 1993. By and by he built up several branches and has been franchising since 2004.

He continuously expands his business driven by creative ideas that exceed the mere selling of ice creams: franchise, production of more than 70 different tastes of ice creams and the distribution to other ice parlours. The brand Camerin is synonymous with highest indulgence of ice cream which you can enjoy in a classical ice-café as well as in the surrounding of higher class gastronomy and while experiencing Event-Catering. Camerin ice cream bombs are the culinary highlight for any festivity or the glowing end of an event such as "The Celeb Cooking" show of the HR TV which was broadcasted to mark the "Hessentag 2007".

Camerin ice creams are produced with the finest ingredients without artificial coloring or preservatives. Thus an unadulterated experience of tastes is guaranteed.

The Hessian ministry of economics decorated Marcello Camerin for his marketing strategies with a prize for trade-oriented e-business solutions in 2003. In 2007 he was nominated out of several hundred applicants for the *BestPractice-IT-Award* of the Federal Ministry of Economics. In 2008 he was awarded for his pilot operation in the sector „Systematic services design“ on the basis of the project „Service Engineering“ promoted by the German Federal Ministry for Education and Research. 2013 Award "Company of the Month" by the Hessian government and 2013 Awarding on the basis of the project "Prodik" promoted by the Itb Karlsruhe, University Duisburg and the German Federal Ministry for Education and Research.

References

Firstly of course all our dear and many private customers.

Secondly our business customers: Obi- und Medialand-Filialen der Region; Brauerei Bosch Bad Laasphe; Kreishandwerkerschaft Kassel; HR-Fernsehen; Magistrate der Städte Marburg und Stadtallendorf; Novartis-Behring GmbH Marburg; Ferrero Stadtallendorf; Sommerlad Gießen; Illy-Café Frankfurt Zeil; DRG Instruments Marburg; Ina Maria Schnabel Dallas/Texas; 3. Apfelweinkongress Hanau, BALL : COM Communications Company GmbH Heusenstamm, Vila Vita Hotel Rosenpark Marburg (Member of the Leading Hotels of the World), Siemens, Metro and many more.



The Consultant, Tutor and Supporter

Having founded a business and successfully established and expanded it on the market, Marcello Camerin feels obligated to his supporters who gave advice and help. He now supports and encourages others to do the same and furthermore offers his experience to those who want it. In speeches his personality conveys impressively that business success comes with professional competence, willpower, creativity, daringness and most of all with the ability to enthuse others with your ideas.

Marcello Camerin is a man of conviction in the best form. He does not see himself as an artist of motivation but as a practitioner, following Erich Kästner's well known words: "There is nothing good unless you do it."



Marcello Camerin has, for example, passed on his experiences on the way to success as a tutor at the administrative department of business and regional development office at the Kreisaußschuß Marburg-Biedenkopf and at the eCommerce-Centre-Nordhessen. In his speeches he talks about customer strategies and practical marketing tips for finding and activating new business impulses.

Marcello Camerin does not theorize but conveys his practical knowledge and supports this with examples of his life as an entrepreneur, tutor, businesscoach and sportsman.

He shows that it is and how it is possible to overcome the growing expectation to be successful in business as well as in one's private environment.

Lets rephrase it using the slogan of the business channel of the Hessian broadcast, HR-Info: "Know the important facts", hence know what constructively helps. Therefore Marcello Camerin wants to contribute and that to as many as possible and especially to businesspeople.

Naturally, his never boring speeches are always aimed at the specific interests of his audiences. His speeches are strictly related to practise, committed and last but not least humorous way of demonstration with which the graduated producer of ice-cream refreshes his audiences.

M.C. is always an active networker who helps or who at least knows someone who might help. He shows his social commitment as an active member of the "Cultivate Culture Association" Wetzlar (Kulturförderndes Wetzlar e.V.), skiing instructor's association and the Junior Business People of the local chamber of commerce.

The way to success for managers or staff of a company is to lead foremost with the right attitude. Sometimes that means to part with favoured ideas and habits and to go along new ways. M.C. knows that this sometimes is not very easy. He talks about possibilities and methods of professional success and private contentment. Here techniques of successful sports, such as clearly defined and realistic

goals, a high primary motivation, decisive readiness to take responsibility and discipline in detail carry an important role.

As a tutor M.C. passes on his cumulative experiences he has made as an extreme sportsperson, skiing instructor, musician and especially as a businessman.

Starting in autumn 2007 he will work as a tutor at the economics faculty of the Philipps University Marburg. He will train students with the help of case studies and thus prepare them for their future professional life. Since 2008 he works as tutor at the Chamber of Crafts Frankfurt - marketing faculty and since 2009 at the institute for technics and economics, Karlsruhe. Since 2011 he works as tutor at the economics faculty of the Steinbeis-University Berlin (SZM), since 2013 at the Business Academy Hessian-Thüringen and since 2018 Lecturer at Gera-Eisenach Cooperative State University, Work Science, Workplace Design.

In other research questions the economists engaged in integrative institutions Ethics (stakeholder management) as well as in a new BMBF project with action fields for preventive work design in the digital world of work 4.0. In addition, he has been called as an expert witness for "technology-based service systems" from the German Federal Ministry for Education and Research.

www.marcello-camerin.de/seminar-angebot.pdf (seminar-offer in german)

References

Kreisausschuß Marburg-Biedenkopf; eCommerce-Centre-Nordhessen; Berufliche Schulen Kirchhain, Guder & Partner Marburg; Villeroy & Boch Italy Castelraimondo (Businesscoach & Trainer); European School Gladenbach; Friedrich Ebert-, Theodor Heuss-, Emil von Behring School; Bank of Hessian (Germany); Whf Finanzconsulting AG; exist priME-CUP 2008; RICOH Munich and Hannover (Sales & Management Consultant); B.A.D., Bonn (Businesscoach & Trainer); Delo-Cunsulting, Karlsruhe; School of Business Management Karlsruhe; IHK (Chamber of Commerce and Industry) Darmstadt; Registered association of Junior Economists Darmstadt, Handwerkskammer (Chamber of Crafts) -Rhein-Main (tutor), -Koblenz, -Mainz, -Kaiserslautern -Hildesheim and -Trier; NOWA Marburg; Academy Ulm, Magdeburg, Frankfurt, Bensheim, Weinheim, Arnsberg, Erbach, Reutlingen, Raesfeld (tutor); Training and Technology Center Frankfurt (tutor), Chimney sweep trade Government district Karlsruhe, Employers` Associations of the Hessian trades; Goldbach Sundern (Businesscoach & Trainer); Health Center Marburg (Customer focus and service); University Hospital FFM; Federal College SHK; F.A.Z. - Institut; Entrepreneurship Cluster Mittelhessen; Federal Association BHE; Weiss GWE GmbH (Schunk Group); Gelatop; Dreidoppel; FH Gießen-Friedberg; Business Academy Hessen-Thüringen; University Giessen – economics faculty (tutor); Philipps University Marburg - economics faculty FB 02-BWL III Case Study's (tutor) and many more.



The extreme-athlete



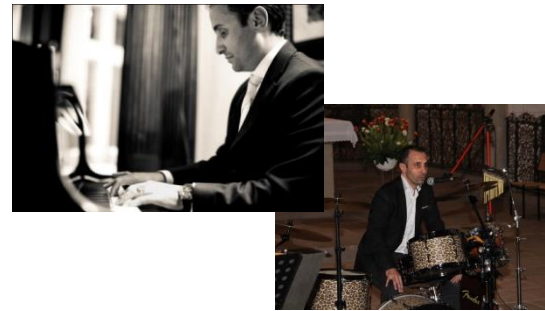
Marcello Camerin has proved to have found methods to excell individual possibilities by a number of his sporting activities, such as the participation in several Ultra-Marathons (110,3Km), Ironman competition 2006 (3,8 km swimming, 180 km cycling, 42,195 km running) and in the 24h race on bike.

His strategies for success are approved practice, a practice that intencionally tests borders in order to exceed them.

Business success is – at least sometimes – an extreme sports.

The Musician

Marcello frames on a piano and drums a variety of events and activities, e.g. anniversaries, openings, matinees, receptions, speeches and theme nights or he performs his *Lovesongs* to a dinner at Valentine's day. You find a full presentation of his musical acts on www.marcello-music.com



References

Grand Hotel Rimini, Italien; Villa Las Tronas Alghero, Italien (Member of the Leading Hotels of the World); Karibik-Kreuzfahrt auf der 'Norwegian Spirit'; Castle Romrod; Castle Rauschholzhausen; Hotel Steigenberger Jena; Schlosshotel Grunewald Berlin (Member of the Leading Hotels of the World); Hotel Villa Vita Algarve Portugal (Member of the Leading Hotels of the World); Rotary-Club; Brauerei Bosch Bad Laasphe; Castle Rheinfels St. Goar; Castle Waldeck; Castle Weilburg; Vila Vita Hotel Rosenpark Marburg (Member of the Leading Hotels of the World) and many more.

Publications

Marcello Camerin's cd *Endless Love*, LC 03899, recorded by a songwriter of Peter Maffey, published in 2003.

Marcello Camerin CD "Frankfurt Hotel Valentinstag" recorded live at Lutherkirche Marburg, 14th February 2016.



Memberships

Memberships stand for social and economic commitment. Marcello Camerin is a member of:

- Kulturförderverein Wetzlar e.V. (Registered association for Cultural Promotion in Wetzlar)
- Deutscher Skilehrerverband e.V. (Registered association of German Ski Instructors)
- Wirtschaftsunioren Marburg e.V. (Registered association of Junior Economists in Marburg)
- Freiwilligenagentur Marburg e.V. (Registered association of volunteers in Marburg)
- Förderkreis Studium & Wirtschaft, Fachbereich Wirtschaft, Fachhochschule Gießen-Friedberg e.V. (Sponsoring Studies & Economics, Department of Economics, University of Giessen-Friedberg)
- Deputy Chairman FV DSO e.V. Special Operations Division, www.fv-dsk.de

Contact

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Fotos: Domingo (3) ; Global-pix – New Zealand (4, 5)

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