

Welcome

In reference to my lectures in **business administration** (marketing, organization), **personnel management /development**, and **project management**, my partners and I offer sector independent lectures, seminars, and training workshops. We also offer moderation and coaching seminars on such topics as sales, sales techniques, customer management, motivation, **service engineering**, and **human development**.



Benefit from the experience of a successful entrepreneur, 'franchisor', author, lecturer, and extreme athlete. I offer you marketing strategies with practical tips for finding and engaging new (entrepreneurial) opportunities.

With proven strategies, some of which are from competitive sports, I teach in an inspiring way where individual and coordinated concepts are addressed for your company's success.

The following customer statement describes me and my way of working:

*"Finally someone who has personally experienced what others just talk about."
Seminar participant*

Your benefits through me = competency for your company:

- Intrinsic motivation of a founder and 'franchisor'
- Over 25 years of international management and leadership experience
- Research and academic knowledge

I transfer scientific knowledge through applied research in order to derive recommendations.

Thousands of participants have attended my lectures and seminars and were thrilled of the "infotainment" - as a journalist commented in an underlined positive sense.

Sincerely,

Univ.-Doz. Marcello Camerin

My Mission

Products and services of companies are getting more and more comparable. At the same time, customers are becoming more demanding and expect specific solutions. Through my lectures and seminars, you will learn how to gain a competitive advantage; implement cost-reduction through process optimization; and instill higher motivation and competence levels for your employees.

My Vision

Because knowledge creates opportunities, my focused vision is to not only empower your employees, but also your company. Leadership and truthful meaningfulness are my cornerstone skills when interacting with people, which are the most valuable "resource" of any company.

Seminars, Trainings & Coaching

To have founded a company and successfully established it on the market - also with the help of supporters - is an obligation for Marcello Camerin. He strengthens and encourages others in their projects and offers them his concrete experience. His impressive personality provides for his entrepreneurial success which is based on professional expertise, will power, creativity, courage and especially the ability to inspire others for his ideas.

Thereby he offers customer strategies and practical tips for finding and engaging new (entrepreneurial) opportunities.

- Do you want to promote the potential of your employees?
- Do you want to break new ground?
- Do you want to learn more about service-intensification?
- Do you want to learn more about systematic service strategies?
- Do you want to avoid problems in your company?
- Do you want to turn failures into opportunities?
- Do you want to manage and market yourself?
- Do you want to turn your customers / employees into fans?
- Do you want to benefit from our experience?
- Do you want to open up a business?

Then we are the right partner for you!

For training on-the-job, off-the-job, or interpersonal services.

Below is a sampling of our seminar & coaching opportunities. And of course, we also develop individual solutions based on your needs.

1. Compact knowledge management
2. Successful moderation
3. Professional behavior as a service technician
4. Selling techniques - how to sell and advise successfully? (+ Managers in sales)
5. "The professional appearance of your trainee"
6. Project management - Swim in front of the wave!



7. Business strategy
8. Business management
9. Systematic service strategies (research project)
10. Are you still selling or already inspiring?
11. Communication and self-development
12. Conversational skills
13. Service- and guest-oriented behaviour
14. Work process design
15. Integrated management of service productivity (research project)
16. Brand Yourself
17. Motivation and leadership

For a detailed listing of all seminars, please click [here](#).

Some courses may also be offered as a university certificate course!

Are you looking for the optimal partner for the development of your employees?

Do you value high quality training?

Convince yourself of our services and expertise - no matter if you want to refresh your knowledge or learn something new.

We are looking forward to your questions, suggestions and/or comments. Please do not hesitate to contact us!

Your benefit

We make you and your employees competitive (taking into account the personal needs of your employees) or the project for current challenges and especially future requirements:

- Lectures
- Case studies
- Role playing
- Multiple management
- Trainings to support group dynamics
- Projectmarketing

Through the transfer of learning content, the behavior is positively influenced and improves the countermeasures e.g. in uncooperative behavior. This has the following positive effect for you:

- Jobenrichment, employability and a higher ethics/compliance culture.
- An improved working environment and an improved well-being as a base for higher customer satisfaction and less days absent.

Due to a conciliatory style of work combined with a strong tolerance for ambiguity, I will help you to identify critical points and motives as well as verify operational measures.



Fall back on profound knowledge, leadership, strong social skills, cultural sensitivity and interdisciplinary experience.

Further benefits:

- Improve the profit-making relationships to customers, suppliers (supply chain management) and/or institutions
- Expand and improve the skills, knowledge and experience of your employees
- Promote the potential of your employees!
- Process support that causes your desired development (**Training**)
- Support people in reflecting themselves (**Coaching**)
- Scientific approaches and academic content tailored for your company / department
- Adaptation to changing (company) standards
- Improve your profitability and efficiency
- Qualified employees as an "Invest in the Future"
- Securing of the junior staff
- Improve your image and (learning) culture
- Increase the job satisfaction
- Increase the innovation strength of your employees
- Mouthpiece for human resources
- Human Development in order to integrate human resources optimal into your business units
- Establishment of internal socialization conditions
 - to increase the moral judgment of your employees
 - to make your employees aware of your values and standards (corporate ethics)

In summary: Increase your company's intangible assets through support and development!

We can not stop the future. We can only use better.

14 questions to ... Marcello Camerin

1. **How did you earn your first money?**
Doing paper rounds, washing cars, catering.
2. **What were you successful in?**
This is for others to judge, but I am "quite proud" of my personal development.
3. **... and what have you done not that well?**
If you do a lot of things, you sometimes make mistakes - but it is important to learn out of them.
4. **Who are your heroes?**
People who stand up for others - no matter in which way - and people who are still humble and thankful, despite of their great success. For example: Richard v. Weizäcker, Joachim Fuchsberger, Michael Müller, Uwe Seeler, Prof. Dr. Michael Grömling, General Volker Bescht
5. **Who do you admire?**
For example Otto Wels. The only one who rose his voice against Hitler's 'Ermächtigungsgesetz' on 23rd March 1933.



6. **What is the greatest happiness for you?**
Health, an intact family, true friendship, to be aware of yourself and the pleasure to have met the most special person (HLW).
7. **What was your most difficult decision as a businessman?**
All decisions that affect people. Because behind every number in the balance sheet there is an individual!
8. **What kind of snobbery do you afford?**
From time to time a small cigarillo.
9. **What inspires you?**
A good "quality of thought", intellectual entertainment value and "Happiness, which is detected by looking into someone's eyes."
10. **How can you relax the most?**
At the drums.
11. **What are your strengths?**
To make the best out of nothing.
12. **Is there anything you do not like?**
People who exude a permanent crabbiness, arrogance of power, hubris and a lack of loyalty
13. **What scares you?**
The associated impacts of demographic change.
14. **How would you describe yourself?**
A Perfect Imperfect.

You are looking for ...?

- a clear dedication to support others and take responsibility,
- the particular suitability for leadership,
- a high degree of autonomy and exemplary behavior, especially in difficult situations,
- planning and organizational skills,
- a strong willingness and ability to learn as well as
- a high level of physical and mental resilience

...then I am the right one for you!

Career

Marcello Camerin was born in 1975.

He began his career already in his youth as a branch manager of a business. A little later as an independent contractor he founded his own business, which he extended to 2 stores in the 90's. In 2001 he lay the foundation stone for the franchisor of the company Camerin. Since then, he is only in charge of the strategy and planning of the company Camerin. With more than 20 distribution partners the development continues.

Due to the long-standing collaboration with his motivating environment and their continuous development, Marcello Camerin found his calling.

In 2007 he increased his sphere of influence and became a lecturer at the "Institut für Technik der Betriebsführung (itb)" in Karlsruhe. There he worked as a lecturer in marketing, human resources and project management. In the same year Marcello Camerin was appointed as a tutor at the Philipps-Universität Marburg, Business Administration (Case Study's). This was followed by the Steinbeis-Hochschule Berlin, Study Center Marburg, the Handelsakademie Hessen-Thüringen (Business Academy Hesse and Thuringia) and the Gera-Eisenach Cooperative State University, Work Science, Workplace Design.

At Guder & Partner, he completed a coach training and also worked for large international companies.

In order to constantly stay on the cutting edge, the motivation expert regularly attended trainings in all aspects of his training spectrum. Military, ethical, pastoral and psychological aspects have interested him particularly.

Sector-independent Marcello Camerin offers to both managers and employees lectures and seminars on motivation and success strategies. For achieving goals the positive power of motivation and enthusiasm take center stage.

In his events he combines his own practical and management experience with a vivid and solution-oriented presentation. His style of speech is inspiring, informative, pragmatic with adjusted ductus and consistently shows the sympathetic temperament of the native Northern Italian.

As an enthusiastic ultra-marathoner, Ironman and 24h racing cyclist, the sports mental training (including imaginary targets) became one of his favorite topics. Here he also accompanies other athletes on their way to success.

Also known as a key-note speaker, he reveals strategies for motivation, provides impulses and tips for a high self-motivation and shows ways and methods to be more successful in professional and private life.

Also because of his research projects Marcello Camerin is an sought-after expert in the areas of service engineering, ethics and productivity management and welcome guest at panel discussions.

Values and Principles

"If you want, you are looking for ways - if not, you are looking for reasons"

Marcello Camerin

In my opinion this is a phrase I have coined a lot. I call it the "V-principle". This principle reflects a large number of my values and guidelines. People need orientation. People and employees in my opinion are even looking for orientation. But: Only that which is exemplified, also reapes imitators. Values also help us to make our way more human, fair and respectful - as a long-term benefit for all!

However, a distinct corporate culture requires that the employees know, develop and implement the goals and values.

Following are some of my personal values:

- Leadership means to exemplify values
- The better is the enemy of the good.
- Give more than you take
- Loyalty
- "When I was complaining about not having any shoes I saw someone who had no feet" - from Africa
- "Why do you take note of the grain of dust in your brother's eye, but take no note of the bit of wood which is in your eye?" (Matthew 7,3)

My work is characterized by heart and a conciliatory nature. Why? The shortest answer to that question is described by the philosopher Schopenhauer:

"Just what the heart understands, lets in the mind."

Research & Teaching

My clients from research and teaching:



The focus of my award-winning research activities are in service engineering and productivity management.

The evaluated results of my lecturers activities and seminars related to

- Technical knowledge
- pedagogical skills
- Enthusiasm about the topics
- Practical knowledge exchange

are in a very good area.

The praise of the past should give future clients confidence in the future.
Satisfied customers are the best evidence for a successful work.

Awards

For his marketing strategies Marcello Camerin was honored in 2003 by the Hessian Minister of Economics, with the price of sectoral e-Business solutions.

In 2007 he was nominated out of several hundred participants for BestPractice-IT Award of the Federal Ministry of Economics.

In 2008 he was honored as one of ten "pioneer companies" in the context of service engineering by the Federal Ministry of Education and Research.

2013 "Company of the Month" for his exemplary social commitment (Corporate Social Responsibility) of the Hessian state government.

2013 Awarded for a three-year research project "PRODIK - Productivity Management for Services" from Itb Karlsruhe Univ. Duisburg and BMBF.

2015 Awarded by the Hessian Social Ministry for Corporate Social Responsibility



2013 Auszeichnung Forschungsprojekt ProDiK - integriertes Produktivitätsmanagement für Dienstleistungen



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camerin
gründer | berater | dozent