



Prof. Dr. Dr. h.c. (KNUTD) Helmut Kohlert

### Vital Statistics

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- Born March 16, 1963 in Stuttgart, Germany

### Education

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- Graduated in 1989, diploma degree in economics from University of Hohenheim, Germany
- Graduated in 1999, doctorate degree in social and economic sciences at University of Innsbruck, Austria
- Dr. h.c. at Kiev National University of Technologies and Design (KNUTD)

### Career Highlights

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- Nokia, Germany: Seminars in Marketing (1996 - 1999)
- Schiller International University, Heidelberg/Germany: Lecturer (1997 - 1999)
- Haufe Akademie, Germany (1998 – 2009): Seminars in Marketing
- Festo AG & Co. KG (2001 - 2010): Seminars in “International Marketing” and “Industrial Marketing” in Bulgaria, Ukraine, Russia, Belarus
- Moscow Power Engineering Institute: different topics (2001 – 2006)
- IBM Europe: “Industrial Marketing” (2002)
- ROCHE Diagnostics GmbH, Germany: Seminar in “Marketing-Strategy for Medical Doctors Networks” (2003)
- Chelyabinsk Tube Rolling Plant, Chelyabinsk/Russia and Moscow/Russia: Seminars in “Industrial Marketing” and “International Marketing” (2004 – 2006)
- PricewaterhouseCoopers: Empirical Study “Automotive Suppliers and Machinery Companies on the Way to Russia and the Ukraine” (2005)
- ETAS (Bosch Group): „Marketing for Engineers“ (since 2007)
- Keiper (automotive supplier): „Marketing for Engineers“ (2008)
- Baltic State University, St. Petersburg: „Marketing for Engineers“ (since 2008)
- Amirkabir Technical University, Teheran/Iran: “Marketing”, “Entrepreneurship” in the MBA program (since 2011)

### Fast Facts

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- Build up two MBA programs, at Esslingen University/Germany, at MEI Moscow/Russia, and was responsible for the accreditation (FIBAA)
- Build up the Entrepreneurship Development Program for Engineers
- Has published several books, e.g. Marketing für Ingenieure (with Case Studies of Siemens, Bosch, Agilent Technologies, Festo, Trumpf Lasertechnik), Entrepreneurship für Ingenieure, International Marketing for Engineers, Automotive Suppliers and Machinery Companies on the Way to Russia and the Ukraine