

# MARTIN H. FRECH, MBA

Nibelungenstr. 6  
D-80639 Munich, Germany

Phone: (+49) 89 13936785  
Email: martin@frech.net

## PROFESSIONAL EXPERIENCE

---

**Accenture, Munich, Germany** **Since 1/02**

*Manager strategy:* Completed various strategy projects, partially as engagement manager, with multiple products companies across Europe, some single-handedly. Engagements included Total Quality Management, distribution channel strategy (> €100 mio. value), efficiency increase (> €5 mio. savings achieved), strategy development and benchmarking. Client feedback consistently in top percentile, consistently ranked in top 5% of peers. Manager since 9/05.

**Lanuzza Bay Development Alliance, Cantilan, Philippines** **3/05 – 10/05**

*Strategy- and economic development advisor:* Selected from >250 individuals volunteering for pro-bono projects in third-world country. Served as advisor to government alliance; raised > €50.000,- of foreign direct investment for the area.

**Procter & Gamble, Minneapolis, Minnesota, USA** **6/00 – 8/00**

*Intern:* Performed category review for Snacks segment, defining section strategy for following year. Worked with VP Wholesale to define overall channel strategy goals for 2001. Sole company representative and consultant to corporate customers representing \$54 million business. Received full-time offer.

**Droege & Company Singapore Management Consulting Pte Ltd, Singapore** **5/99 – 7/99**

*Intern:* Authored and coordinated Asia-wide survey "Benchmarking Asia 1999" with more than 3,000 participants. Completed study on time and below budget.

**KPMG Consulting GmbH, Frankfurt, Germany** **8/98 – 5/99**

*Junior consultant (10/98 – 5/99), Intern (8/98 – 9/98):* Implemented web-based SAP R/3 applications for major clients.

**Haselmann Consulting GmbH, Kronberg, Germany** **2/98 – 6/98**

*Trainee:* Part of team analyzing Greek government airport privatization. Developed profit estimation models.

**Cap Gemini Consulting GmbH, Bad Homburg, Germany** **12/97 – 2/98**

*Intern:* Co-authored and conducted government research program with top one hundred companies in Frankfurt region.

**Deutsche Bank AG, Frankfurt, Germany** **8/94 – 7/98**

*Associate (11/96 – 7/98), Intern (7/96 – 9/96), Apprentice (8/94 – 7/96):* Co-managed corporate Intranet in public relations and employee communication departments. Member of chief editorial staff and corporate webmaster team. Received certification from Frankfurt Chamber of Commerce for work in retail, corporate banking in apprenticeship.

## EDUCATION

---

**University of Frankfurt, Germany** **10/96 – 9/01**

*Diplom-Kaufmann* with honors (1.6); Top 5% of class. Concentrations: Economic value creation, MIS.

Graduate Assistant: MIS department (4/98 – 5/99).

**University of Iowa, Iowa City, USA** **8/99 – 12/00**

*MBA* summa cum laude; Top 5% of class. GPA 4.0 / 4.0. Concentrations: Strategic Management Consulting, MIS.

Teaching Assistant: Economics, MIS (8/99 – 12/00). German government scholarship, MBA scholarship.

## LEADERSHIP EXPERIENCE

---

**Rotaract (Germany, USA)** **Since 10/98**

*Founder, President:* Founded Iowa City chapter; drove membership to 31 within two months.

**MBA Association Vice President:** Developed and managed community service activities for MBA program. **11/99 – 12/00**

**Market Team** (Germany's largest professional student organization) **10/96 – 8/99**

*President:* Tripled membership of Frankfurt chapter within two months. Drove annual chapter revenue from 0 to €2,000.

**Mainhattan Invest GbR, Investment Club** **9/97 – 8/99**

*Founder, Vice President:* Initiated and managed investment club. Recruited 39 members within first three months.

## SKILLS / ACTIVITIES

---

*Computer Skills:* All Windows OS; MS-Office, Lotus Notes, some SPSS, various HTML-editors.

*Languages:* Fluent German and English. Elementary Spanish and Cebuano (a Philippine dialect). Certificate of proficiency in Latin (6 years).

*Publications:* Studies on CRM in automotive industry (published 7/02), and German dairy market (released for business development purposes 3/05).

*Active Member:*

Jury member in business case competitions **Since 11/04**

Cons. advisory council to Accenture top mgmt. **Since 10/04**

Toastmasters (charter member Iowa City) **Since 8/99**

*Civil Servant:* **7/93 – 7/94**

Mandatory one-year government service. Tending to the elderly at the Red Cross in Friedberg, Germany.