



## Dr. Bernd Vogt

### International Direct Marketing Consultant

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Born:	06.02.1941	in Stuttgart, married, 3 sons
School Education:	1947-1960	in Böblingen/Sindelfingen
	29.02.1960	A-Levels
Work Experience (during studies):	1960-1968	In total 2 years at IBM Sindelfingen
Higher Education:	1960-1966	Technical University Berlin
	1966	undergraduate degree in industrial engineering
Further Education:	1966-1968	PhD (Doctorate) in IMIS = Integrated Management Information Systems
Title:	May 1968	Doctor of Political Science
Prof. Experience:	1968-1978	Dr. Oetker, Bielefeld
	1968-1970	Assistant General Manager of Oetker Group
	1970-1978	Career progression from Chief Sales Controller to Director of Marketing/Sales of the Dr. Oetker Ice Cream and Frozen Food GmbH ; (During these years the introduction of the frozen Dr. Oetker Pizza took place, which has since has become No. 1 in Europe and the No. 1 product within the Oetker Group)
	1978-2006	Otto Group Hamburg
	1978-1981	Building up the Director's department "Marketing and Communication" within the core business OTTO Versand in Hamburg
	1981-2001	Director of Marketing and Group Development of the Otto Group worldwide. During this time, strong participation in building up the Otto Group nationally and internationally to the No. 1 mail order company worldwide (since 1987) inside the triad Europe, USA and Asia - from €2 to €24 bn turnover - from 4 to 80 companies in 25 countries.
	2001-2006	Board member, chief-coordinator and strategic consultant of the 3Suisses Group Lille. (With €3 bn turnover and nearly €300 Mil profit in 2005, the 3 Suisses Group was the most important sister company of the OTTO Group.)
	03.2006-present	International Direct Marketing Consultant and guest professor at 10 European Universities (in France, Germany, Switzerland and Austria).
Interests:		Travelling, reading, music, tennis and skiing
Languages:		German, French, English

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