

## TIM DROSTE

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### EDUCATION

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#### UCLA ANDERSON SCHOOL OF MANAGEMENT

Los Angeles, USA

##### *M.B.A. Finance (Exchange Program)*

December 2009

- *Membership:* Management Consulting Association, Investment Finance Association

#### IE BUSINESS SCHOOL (INSTITUTO DE EMPRESA)

Madrid, Spain

##### *M.B.A. Strategy and Finance*

December 2009

- *Membership:* IE Consulting Club, IE Finance Club, Football Club
- *Leadership:* Relationship Manager IE Consulting Club

#### WISSENSCHAFTLICHE HOCHSCHULE LAHR

Lahr, Germany

##### *Dipl.-Kfm., equivalent to M.Sc. in General Management*

July 2008

- *Honors:* Graduated cum laude, with a focus on marketing
- *Thesis:* The development of below-the-line service providers in the advertising industry. A study on the current situation and the expectations of companies to below-the-line agencies

### EXPERIENCE

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#### EF EDUCATION FIRST

Amsterdam, Netherlands

##### *Project Manager German Offline Sales*

March 2008 - July 2008

- Restructured sales strategy and supervised a six-person team targeting German speaking countries (Germany, Austria, Switzerland); Improved revenues by 20% within six months with a team performance on average 30% higher than other corporate sales teams worldwide
- Teamed up with the corporate project team for the Olympic Games in Beijing; Minimized bottlenecks by improving the quality of service within each project team by covering crucial time zones

#### inPRoMotion® GmbH

Düsseldorf, Germany

##### *Founder, Head of Strategy*

January 2003 – December 2007

- Established own communication agency with 15 employees during my course of studies in Germany. Advised key clients such as Axel Springer, Bacardi, Coty, Deutsche Telekom, Jaguar, Philips, and Siemens
- Improved my agency's revenue growth to €4 million annually. Supervised multiple project teams with budgets ranging from €100K to €2 million, with a focus on financial analysis and forecasts for each project; Created financial reports by indicating key success factors and presented them confidently to clients
- Hired and teamed up with my previous manager, who improved senior management skills within my agency and led to additional competitive advantages in developing new business
- Benchmarked clients' market situations and identified competitive advantages for them:
  - Advised a leading household goods company to enter the German market with its coffee pad machine, resulted in 80% market share within one year, which they still hold
  - Consulted a beverage company to re-launch its alcohol brand; improved brand awareness and increased German market share by 10% within six months
  - Analyzed customer behavior for a major food company by compiling a demographic survey across Germany; recommended new sales strategies based on the survey's results
- Implemented an ERP system covering multiple projects simultaneously to improve my agency's knowledge management; resulted in high economies of scale through increased cross-selling opportunities for satisfied clients and decreased overhead costs; improved operating income by 60% within six months
- Created and published academic survey in cooperation with University of Cologne by interviewing 100 companies across diverse industries to measure satisfaction and how they value below-the-line services within their corporate strategies; resulted in improved agency reputation and increased new business by 40% in gross profit within four months

### ADDITIONAL

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- Fluent in German and English – intermediate in Spanish and French
- Proficient in Microsoft Excel, Powerpoint, Word
- Member of Triple A, an animal shelter based in Marbella, Spain:
  - Implemented pro bono an annual charity event to raise funds; worked together with the mayor of Marbella, the Spanish press, pop idols, aristocrats, and actors. Improved Triple A's fund raisings by 25% annually
  - Redesigned placement strategy for offering stray cats and dogs for adoption in Germany; resulted in 40% new memberships within four months
- Hobbies: soccer, jogging, table tennis (achieved gold medal at European MBA Tournament 2009 in France at HEC Paris)