

# Clemens A. Renker, Prof. Dr. Dr. h.c.

Born in 1955 in Bamberg; Bavaria, Germany

## Manager and Entrepreneur

- 1981-2001 Trainee, Assistant of the President Bayerische Landesbank Girozentrale, München and Regional-Manager for Corporate Finance Northern Bavaria in Nürnberg. - Director at Sparkasse Schweinfurt. - Chief Executive Officer at CARL KREUL, World-Market-Leader („Hidden Champion“) as producer of Artmaterial, Hobbycrafts, Books, Pencil and decorations.
- Since 2001 Owner and Managing Director IFME Institut for Success in Small and Mid-sized Enterprises in Germany and Interim-Manager in different international Enterprises, Manager-Coach and Advisory Board.

## Scientist and Lecturer

- Since 1994 Professor for Marketing, Banking and Commercial at the University of Applied Sciences Zittau/Görlitz in cooperation with Excellence University TU Dresden IHI. From 1984 to 1994 Lecturer at Universities and Business Schools in Würzburg, Bamberg, Nürnberg, at Bankakademie Frankfurt and Sparkassenakademie Bavaria.
- Since 2001 Visiting Professor at NORDAKADEMIE Business School Hamburg/Elmshorn and several years at Business School Technical University Nürnberg and Würzburg. - Honorary Professor for Marketing MBA at FINEC St. Petersburg. - Honorary Professor for Banking and Finance ICFMR at UNECON State University St. Petersburg.

Special subjects are Market-oriented Management, Business Model Innovation and Transformation, Sales-, Product- and Price-Management, Banking Business, Management of Mid-sized Enterprises SME. Keynote speaker at Business-Forum and Banking-Conferences.

## Honorary Management

During the time from 1986-2020:

Chairman of the City Marketing Schweinfurt. - Supervisory Board at the world leading „International Toy Fair“. - Chairman of Industrial Association for Arte Materials Germany DFGK. - Vice-President „Oberfranken Offensiv“. - Board of Trustees of the Archdiocese of Bamberg. - Chairman of the Economic Association WiR Bamberg-Forchheim. - Supervisory Board and Vice-Dean at University of Applied Sciences Zittau/Görlitz, - Advisory Board at the State Ministry of Science and Art, Saxonia/Dresden. - Supervisory Board at Volksbank Forchheim. - Board of Trustees at NORDAKADEMIE Business School, Elmshorn/Hamburg. - International Advisory Board at Saint Petersburg State University of Economics. - Member of the German-Russian Forum. – Member of Economic Advisory Council Bavaria.

## Awards

JOB STAR of the European Metropol-Region Nürnberg. - TOP 100 „Innovatives“in Bavaria. - „Entrepreneur of the Year“Germany. - Award Recipient for „Best Entrepreneurship under the Sun“,USA. - Federal Cross of Merit from the German Federal President. - Science4Life Cup from Deutsche Bundesbank. - Munich Business Plan-Winner for Start-ups. - Bavarian Honorary Card in Gold.

## Studies and Certificates

Graduation Humanistic High School in Forchheim/Bavaria. -

Studies of Economics (Diplom-Volkswirt), Marketing Executive Program, Philosophy, Slavonic Studies at the Universities Würzburg, Münster, Saint Petersburg, Hagen and Bamberg.

## Publications

12 books and about 70 essays on marketing, developing and innovation of business models, bank management, corporate culture and corporate identity, relationship marketing and sales management, communication management, innovation and product management, village management.