

# CURRICULUM VITAE

**1. Family Name** N I E D E R M E I E R

**2. First Names** Marcus Rudolf

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**5. Date of Birth** 19. March 1970  
Landshut, Bavaria

**6. Nationality** German

**7. Civil Status** Single



## 8. Education

Institution:	College of higher education - Rosenheim/Bavaria
Date:	1992 - 1995
Degree/Diploma Obtained:	Course of Studies: Wood-/Forest-Science & Business Management

Institution:	University - Regensburg/Bavaria
Date:	1990 - 1991
Degree/Diploma Obtained:	Course of Studies: Business Management

Institution:	13-Class-Schooling - Humanistic Grammar School/Munich
Date:	1975 - 1989
Degree/Diploma Obtained:	German Abitur ( <i>equivalent to English A-Levels</i> )

## 9. Language Skills

Language	Reading	Speaking	Writing
German	5	5	5
English	5	4	4
Latin	3	1	2
Greek (classical)	3	1	2

## 10. Membership of Professional Bodies

- FSC - Forest Stewardship Council AG Germany (*Founder Member - Membership since 1996*)  
*International network to promote responsible management of the world's forest*
- EWETA (*Founder Member - Membership since 2000*)  
*eTraders Trade Association (in the areas of Timber & Agriculture/Forestry)*
- GD Holz (*Membership since 1996*)  
*German Timber Trade Federation*

## 11. Other Skills

*"....Marcus R. Niedermeier is Chief Executive Officer of HCN HolzConsulting Niedermeier | TimberConsulting, a firm focussed on providing consulting services to the timber and forestry industry. Mr. Niedermeier has more than 15 years of experience in the forest and timber industry. He has experience in conducting market analysis, market observation and marketing, corporate restructuring, sale and purchase of business, risk management and cost accounting. Recently, Mr. Niedermeier was involved in assisting in wood purchasing, lumber producing, wood processing and developing sustainable selling and export strategies all over the world. He is knowledgeable on the operational, production engineering, economical, political and environmental/ecological aspects of the national and international wood & forest sector ...."*

### *Specialist experience*

- Several EU-Projects  
e.g. in the framework of TACIS (SME)  
*For example one of the former EU-assignments:*
  - Implementation and preparation of development for russian manufacturers regarding all relevant steps:
    - a) Purchasing (wood)  
Assistance in selecting particularly suitable sorts of wood in consideration of several ecological and exploitation aspects
    - b) Producing (lumber)  
Assistance in selecting particularly suitable "technics related to wood processing/manufacturing" for sustainable results (*e.g. also by consulting the employees of the several supplying sawmills*)
    - c) Producing (final product)  
Assistance in optimising the whole production process (*several steps*)
    - d) Developing a selling-/exporting-strategy  
Developing a sustainable selling-/exporting-strategy
- Founder member of "FSC - Forest Stewardship Council AG Germany" since 1996
- Founder member of "EWETA - eTraders (Timber-)Trade Association" since 2000
- Patent application relating to an optical-technical solution in sorting timber/veneer
- Research and conceptual-technical implementation of a FM-Strategy in Asia

### *Computer Skills*

- Windows, Linux, Mac-OS, MS-DOS, ....
- MS-Office, OpenOffice Suite, WordPerfect Suite, ....
- Several kinds of "Field Specific Software"

## 12. Present Position

Principal of "HCN HolzConsulting Niedermeier | TimberConsulting"

- www.holzconsulting.de
- www.timberconsulting.com
- www.timber-europe.com
- www.timber-asia.com
- www.timber-russia.com

## 13. Years with the firm

Since 01/02

## 14. Key Qualifications

### Timber & Forest

Profound knowledge of the national and international wood & forest sector

- Economical-, political- and environmental-/ecological-relevant aspects
- Production engineering and operational organisational structures
- Certification systems and further sustainability-mechanisms
- Market- and price-structures
- Key-player incl. related sectors  
(vener-, paper-, furniture-, machine-manufacturer ....)

### Management

Company formation, guidance and restructuring

- Venture Capital, fundraising and further outside financings
- Personnel-management, associated with social authority
- Selling-, sales- and customer-management
- Loan- and budget-management
- Project-management
- Marketing

### Countries

Intercultural understanding and profound knowledge of the business usages as well as active network due to several longlasting business-stays in

- Asia (Malaysia, Singapore ....)
- Eastern Europe, CIS (Russia, Ukraina ....)
- several other countries/continents (Africa, USA ....)

### Internet

Profound knowledge of the national and international eBusiness (marketplaces, auctions, eProcurement ....)

- History and structure
- Revenue models (b2b and b2c)
- Implementation of new applications

## 15. Field Experience

Country	Date
Russia/CIS	2005 - 2009
Malaysia/Asia	2005 - 2008
Russia/CIS	2004
Russia/CIS	1996
USA	1992
+ several business-shorttrips to Russia, Asia, Africa and Eastern-Europe	1993 - 2009

## 16. Professional Experience Record

Date:	2002
Location:	Munich/Bavaria
Company:	HCN HolzConsulting Niedermeier   TimberConsulting ( <i>Timber- &amp; Forestry-Consulting</i> )
Position:	Principal
Description:	<p>Foundation/Establishment of "HCN" Consulting company with a very special focus on "International Timber &amp; Forestry"</p> <p><i>*Field of competence*</i></p> <ul style="list-style-type: none"> <li>- <i>Company organisation and company economisation</i> <i>Development and economisation of the following company functions:</i> <i>Acquisition (equipment and materials)</i> <i>Manufacturing</i> <i>Logistics (stockkeeping and transport)</i> <i>Disposal (sales and promotion)</i> <i>Structuring of processes</i></li> <li>- <i>Project financing</i></li> <li>- <i>Human resources consulting</i></li> <li>- <i>Market-analysis, market observation and marketing</i></li> <li>- <i>Business start-up, change, corporate restructuring and divestitures</i></li> <li>- <i>Purchase and sale of business (MBO/MBI)</i></li> <li>- <i>Tabulation of budgets and calculations of profitability</i></li> <li>- <i>Risk management, cost accounting, including controlling</i></li> </ul> <p><i>*Countries of activity*</i></p> <ul style="list-style-type: none"> <li>- <i>Europe, Russia, Asia, Africa, South America, ....</i></li> </ul>

Date:	1998
Location:	Landshut/Bavaria
Company:	EHB - EngergieHolzboerse - <i>www.energieholzboerse.de</i> ( <i>e-marketplace for the renewable energy source timber</i> )
Position:	Managing Director
Description:	Foundation/Establishment of "EHB" (B2C-Portal) with simultaneous integration into existing company structure (IHB)

Date:	1996
Location:	Landshut/Bavaria
Company:	IHB - Internationale Holzboerse/International Timber Exchange - <i>www.holzboerse.de</i> <i>The leading information-platform in Europe for the global timber and forest trading</i> (at the present day → FORDAQ, THE TIMBER NETWORK)
Position:	Managing Director
Description:	Foundation/Establishment of "IHB" (B2B-Portal) building-up and development to Europe's most successful and popular e-hub in the areas of timber and forest

## 16. Professional Experience Record

Date:	1995
Location:	Landshut
Company:	ENL - Eduard Niedermeier Landshut - www.timberdealer.com (Globally acting timber wholesaler - Europe / Asia / Russia / Africa / South America)
Position:	Junior Partner
Description:	Joining the parental wood-wholesale business "ENL"; responsibility within the ranges backoffice, logistics and some parts of international timber purchasing

## 17. Publications (excerpt)

- „The russian colossus - Is a gigant awakening to life?“
- „Alternative proceeding with increasing market pressure“
  
- "Rating as crucial competition advantage"
- "Killer-Applications in the Internet"
  
- „German kitchens with Russian doors? - Selecting the right partner!"
- „Proposing a New Strategic Framework for the Timber & Forest Industry“

Munich, February 2009



Marcus R. Niedermeier