

Werner Gruner

Career

Real Estate Brokerage Director

[Longevity](#)

January 2009 – Present (5 months)

International Partnerships Manager

[Longevity](#)

June 2007 – January 2009 (1 year 7 months)

Senior Consultant

[Spirituc - Consultores de Marketing e Gestão, Lda.](#)

December 2006 – June 2007 (7 months)

2006 – 2007: Senior Consultant, Spirituc, Portugal. Senior Consultant for the Telecom sector (areas: strategy, management, sales, marketing, communication and business internationalization).

Sales Channels Director

[BenQ Portugal, Lda.](#)

October 2005 – December 2006 (1 year 3 months)

2005 – 2006: Sales Channels Director, BenQ Portugal, Portugal. Mobile Phones and Accessory Devices sales responsible for the Operators and Retail business (after the international acquisition of Siemens's mobile phone business by BenQ Corporation - Taiwan). Additionally responsible for Service and Customer Care.

Consumer Sales Director

[Siemens, S.A.](#)

October 2001 – September 2005 (4 years)

2001 – 2005: Consumer Sales Director, Siemens, Portugal. Mobile Phones and Accessory Devices sales responsible for the Operators and Retail business.

Marketing & Business Development Director

[Siemens, S.A.](#)

March 2000 – September 2001 (1 year 7 months)

2000 – 2001: Marketing & Business Development Director, Siemens, Portugal. After a restructuring that merged 3 Business Units, promoted to Marketing & Business Development Director of the Information and Communications Business Unit. Responsible for the whole Marketing strategy in the Telecommunications and Information Technology areas (products, networks, solutions and applications).

Marketing Director

[Siemens, S.A.](#)

November 1997 – March 2000 (2 years 5 months)

1997 – 2000: Marketing Director, Siemens, Portugal. Marketing Director of the Telecommunications Business Unit, responsible for the Marketing strategy for products and solutions (mobile phones, corded and cordless phones, PABX and computers) targeted to the business and consumer markets.

Marketing Communications Consultant

[Siemens, S.A.](#)

May 1995 – November 1997 (2 years 7 months)

1995 – 1997: Marketing Communications Consultant, Siemens, Portugal. Marketing and Communications Consultant at Siemens Central Communication Department, responsible for developing and implementing campaigns, organizing events and participations in fairs and congresses.

Product Manager

[Renova - Fábrica de Papel do Almonda, S.A.](#)

December 1994 – May 1995 (6 months)

1994 – 1995: Product Manager, Renova, Portugal. Product Manager in the Consumer Products Department in charge of the Super and Super Duplo brands (toilet tissue).

Financial Analyst

[Deutsche Bank de Investimento, S.A.](#)

January 1994 – December 1994 (12 months)

1994 – 1994: Financial Analyst, Deutsche Bank de Investimento, Portugal. Financial Analyst at the Risk Analysis Department. Responsibilities: credit proposal analysis, controlling of the exposure of large risks/accounts and reporting to Germany.

Education

Instituto Superior de Ciências do Trabalho e da Empresa

Licentiate Degree in Business Administration – Major in Marketing

1988 - 1993

Lisbon German School

1973 – 1988

Diploma from the American Language Institute (12th level)