

## Contact

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**Ralf Einert**

**Controlling Services**

multidisciplinary • system oriented • independent  
solution oriented • sustainable • future oriented

## Services

### **Analysis of markets and social environment**

Value analysis as evaluation procedure of making decision • model design for scenarios and forecasts of social and economic developments to select new businesses • market and sales analysis to set company goals

### **Support of economic planning processes**

Short, medium, and long term company planning • sales, budget, and investment planning • top down and bottom up planning • deduction of goals for business units • best case and worst case scenarios • analysis of deviations from plan

### **Realization of controlling projects**

Sales controlling • benefit packages • project controlling • creation of management reports with KPIs • analysis of the business development • break even analysis • SWOT analysis • benchmarks • balanced scorecard • special economic analysis

## Experiences

- Studies: Business Administration and Industrial Engineering  
(Business Administration • Industrial Engineering • System Analysis)
- Education: Studies of Japanese Business and Society in Tokio • Diploma in European Business Administration • practical training in London • philosophy
- Skills: MS-Office Professional • NAVISION • proAlpha • Cognos PowerPlay • SAP R/3 • HTML & CSS • Adobe Creative Suite • VBA
- Jobs: Financial Analyst of a holding company • controller of a medium sized group of companies • project controller of a large-scale order
- Orders: Projects and interim management with focus on business development, reporting, and finance • business plans for entrepreneurs
- Branches: Plant engineering • building supplier • industrial machines • entertainment • publisher • machine tool manufacturer • media and internet • remover