

# BRYAN CHRISTIANSEN, PhD

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## MANAGEMENT CONSULTANT

### *Start-up & Turnaround Operations / Export-Import / New Business Development*

Results-producing business professional with a proven 24-year record of accomplishment in planning and leading comprehensive strategies in support of business objectives. Expertise in directing the creation of marketing tools and steering the execution of marketing programs. Demonstrated success driving growth in targeted markets through implementation of key projects. Solid leadership skills. Capable of building and guiding top-performing teams. Adept at communicating with management, vendors, and internal departments to coordinate overall business efforts for optimum effect. *Core competencies:*

- Strategic Business Planning
- Marketing Research & Analysis
- Start-up & Turnaround Operations
- Chinese, Japanese, Spanish
- New Market Penetration
- Business Process Management
- Team Building & Management
- Budget Preparation /Administration

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## PROFESSIONAL EXPERIENCE

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**President / CEO**, 2006 – Present

Covente, LLC – Michigan, USA

Responsible for all activities of own management consultancy focusing on marketing and sales activities for firms operating in Asia, Eastern Europe, and Latin America.

### ***Selected Contribution:***

- ✓ Introduced disruptive industries into Turkey for increased profitability and sustainability

**Adjunct Professor**, 2005 – Present

New York Institute of Technology – Illinois, USA

Teach MBA and undergraduate business courses entirely online at a regionally-accredited university. Major courses include Export-Import Operations, Finance, Global / International Business, Management, and Marketing. Consistently perform at a well-above-average rating on student feedback surveys.

**Adjunct Professor**, 2003 – 2006

Capella University – Minnesota, USA

Taught undergraduate business and technology courses entirely online at a regionally-accredited university. Major courses included Business Ethics, Developing a New Perspective, and New Media. Consistently performed at a well-above-average rating on student feedback surveys.

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*Professional Experience Continued***President, 1997 – 2003**

The Christiansen Corporation – Georgia, USA

Managed own consulting company that assisted middle-sized firms to develop new business both domestically and internationally. Corporate clients included firms marketing technology and financial products/services throughout Asia, Europe, and the Former Soviet Union.

**Selected Contributions:**

- ✓ Sold a US\$500,000 ERP software system each to British Petroleum and Mobil Oil in Russia.
- ✓ Developed and implemented a marketing program for an American-Russian joint-venture to increase client base located throughout the Former Soviet Union.
- ✓ Translated from English into Japanese a highly complex credit and debit card processing software system to ready the product for the marketplace in Japan.

**Inside Sales Representative, 1995 – 1997**

IBM Corporation – Texas, USA

Sold and supported via telephone iSeries, pSeries, ERP software systems, and associated technology to 800 manufacturing companies in the eastern USA for a US\$2 million sales quota. Sold offerings independently and through IBM Premier Business Partner sales distribution channels. Often translated English and Japanese for the IBM Consulting Group at Japanese transplant firms in the USA.

**Selected Contribution:**

- ✓ Largest single sale was US\$600,000 to a steel manufacturer in Pennsylvania.

**Senior Vice President - Asia, 1990 – 1995**

Scala International, AB – Hong Kong, CHINA

Responsible for the profit and loss (P/L) results of nine independent software licensee firms from Australia to Japan. Developed new sales channels in nine Asian countries to localize and market the US\$65 million Swedish ERP firm's software product called Scala to Global 500 firms. Position required advanced skills in Mandarin Chinese, Japanese, advertising and public relations, contract negotiations, sales, and management. Began in company as Asia Region Manager.

**Selected Contributions:**

- ✓ Efforts increased total annual sales in the Asia/Pacific region from US\$3 – \$10 million within three years.
- ✓ Developed new models for advertising and public relations materials used in 72 countries.

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**EDUCATION & CREDENTIALS**

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**PhD in Business Administration, 2008 • University of Phoenix, USA****MBA in General Business, 2003 • Capella University, USA****BS in Marketing, 1996 • University of the State of New York, USA****Professional Certified Marketer, 2001 • American Marketing Association, USA**