

Richard R. Gesteland, Global Management LLC

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Richard Gesteland is a best-selling author, management trainer, visiting lecturer and executive coach specialized in Communicating, Negotiating and Managing Across Cultures.

International Executive, 1963 to 1993

Richard's 30 years of hands-on global management experience with two international companies included eight expatriate assignments covering 26 years: Frankfurt twice, Vienna, Florence, Sao Paolo, New Delhi twice and Singapore. His executive positions included Regional Director for South and Southeast Asia and Vice President for Europe-Mideast-Africa.

Consultant, Author and Lecturer since 1993

Interactive workshops for companies and business schools in Australia, Britain, China, Denmark, Finland, France, Germany, Hungary, Latvia, Lithuania, Malaysia, the Netherlands, Norway, Poland, Russia, Singapore, Sweden, Switzerland, Taiwan, Thailand, the USA and Venezuela.

Richard visits Europe six to eight times each year to conduct training for companies as well as to run seminars for universities, university colleges and engineering schools. Major company clients include Alfa-Laval, BYD Shenzhen, Daimler, Danfoss, Danisco, DISA, Deutsche Telekom, Ericsson, Grundfos, Intertek, MAN Diesel, Maersk Oil & Gas, Nokia and Siemens.

Professional Publications

Articles on intercultural negotiation and management: UN International Trade Forum, Asian Wall Street Journal, Chief Executive Asia, Singapore Economic Journal, [China Online](#) and many other international publications.

Author of the Copenhagen Business School Press best-seller *Cross-Cultural Business Behavior*, (2005) cited in *Harvard Business Review*, with German, Russian, Chinese, Polish, Lithuanian, Swedish and India editions.

Co-author, *Global Manager at Work* (Systime, Aarhus: 2000), *Marketing Across Cultures in Asia* (Copenhagen Business School Press: 2002), *International Marketing, Cultures and Communications* (Systime, Aarhus: 2002), and *India: Cross-Cultural Business Behavior for Managers, Expatriates and Scholars* (Copenhagen Business School Press: 2010).

Richard R. Gesteland: International Teaching and Training Activities since 2004

- Seminars and courses at business schools, engineering schools, law schools and medical schools in Denmark, France, Netherlands, Norway, Spain, Sweden and USA;
- Workshops for schools and companies in Poland, Finland, Norway, Denmark and USA;
- Keynote presentations at academic conferences in Spain, Italy, Lithuania and USA.

Selected Recent Teaching and Training Assignments:

- Aalborg University, Denmark: Master's degree seminars on Intercultural Management.
- Aarhus University Law Students Association: Negotiating Across Cultures.
- Aarhus University College, Herning: Communicating and Managing Across Cultures.
- Alfa-Laval Denmark subsidiary, Managing Across Cultures in India.
- Asia House, Copenhagen: Managing in China and India.
- Burgundy School of Business, Dijon: Master's degree courses for international students.
- BYD Shenzhen, China: "Communicating and Negotiating with Finns, Germans and Danes."
- Copenhagen University College of Engineering: guest lectures each semester since 1998.
- Danish Importers and Logistics Association, Copenhagen: three China negotiating seminars.
- Finnish Purchasing and Logistics Association, Helsinki: China negotiating workshop.
- Gdansk Foundation for Management Development: EMBA courses in Warsaw and Gdansk.
- Grundfos: Managing and Negotiating workshops on China, India and Hungary.
- Grundfos: Managing Across Cultures for international project managers.
- Intertek, Middleton WI: "Negotiating and Managing in China."
- J. F. Pearson, Shanghai: seminar for middle managers of foreign multinational companies.
- Marketing Club of Düsseldorf: keynote address, "Cross-Cultural Management Behavior."
- Nokia Denmark subsidiary, Copenhagen: Negotiating with Suppliers in China.
- Norwegian Purchasing Association, NIMA: Negotiating workshops on China and India.
- Norwegian School of Management, Oslo: Negotiating in East Asia.
- Oslo University College Engineering Faculty: guest lectures each semester since 2004.
- RSM Erasmus, Rotterdam: two half-day seminars on Intercultural Management.
- Sumitomo Trading Company, Singapore Headquarters: 2-day negotiating workshop.
- Univ. College of North Jutland, Aalborg: Intercultural Competence for Medical Professionals.
- University of Wisconsin Executive Education: China seminars.
- University of Umea School of Business, Sweden: guest lectures.
- University of Valencia Department of Management: seminar for doctoral candidates.

Recent Keynote Addresses at European Academic Conferences:

- San Sebastian, SPACE: European association of business colleges.
- Torino, EAIE: European Association for International Education.
- Vilnius, EURASHE: European Association of Institutions of Higher Education.
- Alytus, Lithuania and Bydgoszcz, Poland, PIM Baltic Conference.