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Manfred has been working on the development of personal and organisational processes within companies since 1984. His focus also includes contact centre organisations and customer communication, which he has been involved in since 1994. Since studying business economics and gaining an additional computer science in economics qualification, Manfred began his career in the IT industry. After several years he focussed his attentions on strategic business development and passed through several managerial positions specialising in financial services and logistics. During this time he was responsible for reengineering and building business units (call centres as well) and the implementation of quality strategies. Since 2002 he supports and accompanies as owner of C.M.B.S. Managementberatung his clients throughout Europe in sensitive change processes, operational and organisational structure, productivity improvement as well as conceptual design of customer service centre.

Manfred is greatly involved in Call Center Forum Deutschland e.V. as member of the board since 1998 and as its President since 2003. He is also co-founder and Vice-President of ECCCO the European umbrella association for contact centres. He is author of numerous articles in specialist publications as well as a popular speaker and moderator at seminars and specialist congresses.

As chairman of the German delegation he was involved in the development of the new European standard for Customer Contact Centre (EN 15838) from 2006 to 2009.