

# DIETER WIESNER

GLOBAL MERCHANDISE AND LICENSING LEADER



With over two decades of experience in the global merchandising and licensing industry, Mr. Wiesner remains a powerhouse for celebrities and fortune 500 companies seeking global endorsement deals.

In 1996, while major endorsement companies shied away from endorsing Michael Jackson's history world tour, he

innovatively generated millions of dollars through internal merchandising process. From a Michael Mystery Energy Drinks that generated over 10 Million dollars of profits within the first quarter of its launch, to countless variations of music products and memorabilia, Michael's History tour went on to break the Guinness book of world records as the most profitable tour of our generation.

The enormous financial success of the tour endeared Michael to Mr. Wiesner leading to his appointment as his Personal Manager. Within two years Mr. Wiesner was at the helm of Michael Jackson's empire as his exclusive Business manager, overseeing all of his business projects.

The plethora of personal contacts they garnered together over the following decade was unparalleled. From Royalties such as Prince Alwaleed, Prince of Brunei, global entrepreneurs such as Al Fayed, to the who's who of the business world, all looked forward to the personal visits and long weekend stays Michael and Mr. Wiesner made.

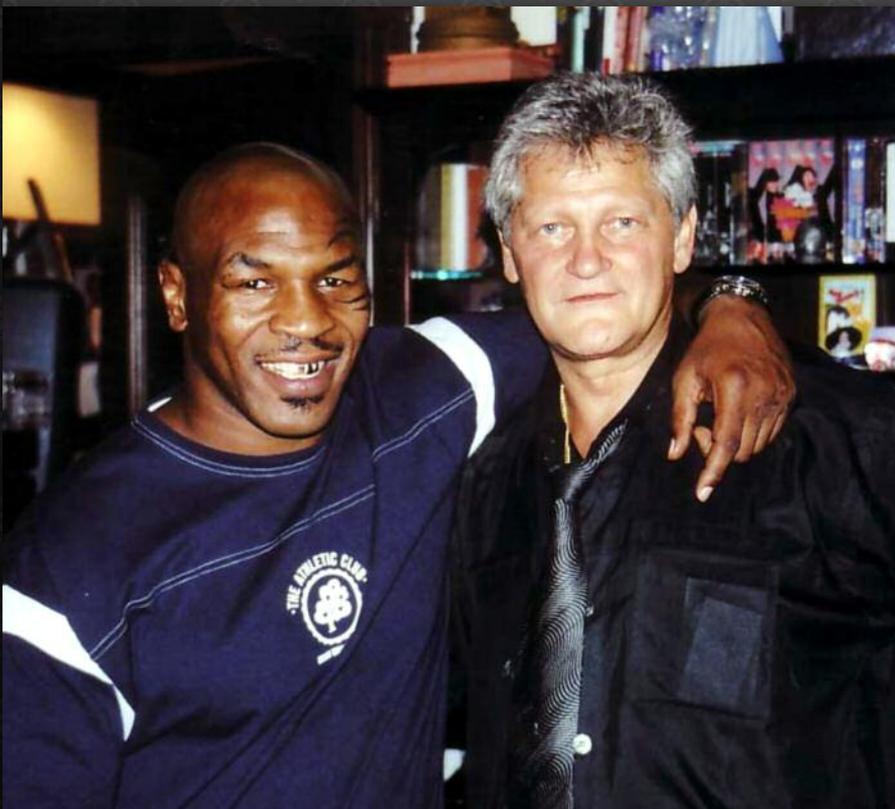
Mr. Wiesner continues to nurture these personal powerful relationships that till today remain very instrumental in attracting the countless offers of fortune 500 firms seeking his services of building key business relations.

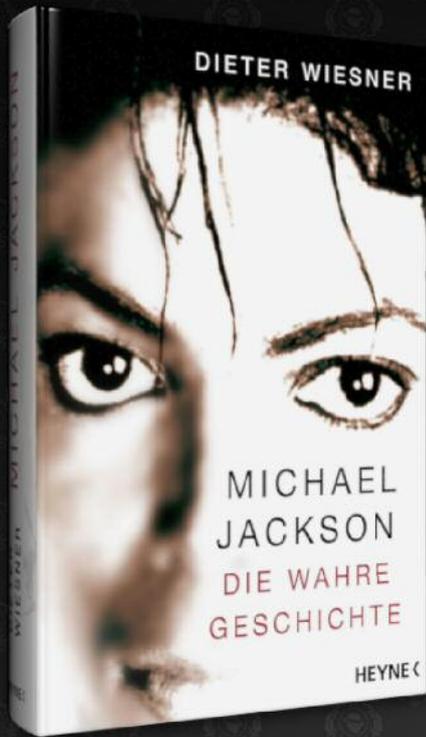


Across sectors as diverse as commodities, where as recently as this year a leading Japanese export company in "rare earth" sought his services in presenting their company to a key German decision maker, to European Entrepreneurs or firms seeking to have global athletes, singers or actors endorse their products, Mr. Wiesner feels right at home in establishing the right connection.

Leaning back in his Chair, Mr. Wiesner plays around with his blackberry and repeats the tenet of his business.

"There is only one way Michael and I did business. We always called the decision maker directly and spent the whole time listening and getting to know him personally. The person was always more important than the transaction at hand. It is the only effective way I know. Until Michael comes back and tells me otherwise, my contacts will remain my capital"





## Michael Jackson: THE TRUE STORY

Mr. Wiesner's most recent book released by Random house in Germany on the 21st of November 2011 is currently on the top 10 bestseller list of German books.

This exclusive one of a kind exclusive firsthand account of Michael by his close confidant and business partner Dieter Wiesner is only available in German. It will in the near future be published in other languages



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