

HEIKE GEILING



INTERCULTURAL TRAINER

PROFILE

17 years of international business experience coupled with 12 years of living abroad are the foundation of my culture-specific and my business-related knowledge. My certification as an intercultural trainer provides me with understanding of intercultural theory and the ability to develop effective trainings for my clients.



REACH ME



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www.beyondglobalmindset.com

SKILLS

- Engaging multilingual with the ability to easily connect to a diverse environment.
- Analytical problem solver, creative solution finder.
- Motivating, resilient and pragmatic intercultural skills trainer.

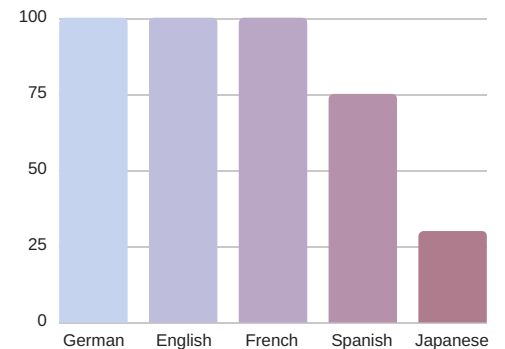
EDUCATION

TRIER UNIVERSITY GERMANY

- MA French and German language and literature studies
- BA Media Communication
- Spanish language certificate

- Certified Intercultural Trainer (BAMIK)
- Certified Saville Wave Practitioner

LANGUAGES



EXPERIENCE

May 2015 - Present

BEYOND, NOW NUREMBERG, GERMANY

Founder

- Global mindset and intercultural competence training.
- Specialising in teaching cultural awareness trainings for working & living in Germany, France, Japan, Switzerland and Belgium.
- Enhance collaboration skills across multinational teams - co-located and virtual.

June 2015 - Present

CANNING PROFESSIONAL, TOKYO, JAPAN

Senior Trainer

- Design and deliver core business skills trainings (presentation, meeting, conferencing, negotiation) for Japanese managers in international roles.
- Develop and train intercultural awareness to enhance collaboration with France based team for Japanese automotive industry client.
- Deliver team building events for Japanese clients with multinational teams.



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March 2013 - August 2014

BOOMERANG PHARMACEUTICAL COMMUNICATIONS, MULHOUSE, FRANCE

Account Director

- Manage a team of 6 account managers and account executives to develop digital communication strategies for the pharmaceutical industry.
- Responsible for resource allocation, client relationship and budget control (1.1m Euro).
- On-site assignment with Novartis Pharma HR to head up communications for the global Diversity and Inclusion office (Sept. 2013-Feb.2014): Develop communication strategy and editorial calendar 2014, support Global Head D&I in internal and external communication events, create newsflow for and generate traffic to intranet presence, liaise with internal stakeholders, support D&I team in promotion of training tools, create print and audiovisual material, restructure global D&I intranet, create and distribute bi-monthly internal newsletter.

June 2012 - February 2013

IART, BASEL, SWITZERLAND

Interim Communication Manager

- Lead internal and external communications during a change process.
- Responsible for all external communications on projects.

January 2009 - March 2011

PLEON, BRUSSELS, BELGIUM

Account Director

- Manage a team of 6 people and a network of 58 national correspondents in all 27 EU Member States (+ Norway and Iceland) to execute media relations activities, national events, press conferences for their largest agency accounts. Introduce new internal communications tools to master network communication across Europe.
- Responsible for development and implementation of the “For Diversity. Against Discrimination.” campaign of the European Commission’s Directorate General for Employment, Social Affairs and Equal Opportunities (budget EUR 1.6m). Tremendously increased media coverage through revised communication strategy after analysis of media landscape and European reporting on Diversity.
- Create and implement the 2010 “European Year for Combating Poverty and Social Exclusion” for the European Commission’s Directorate General for Employment, Social Affairs and Equal Opportunities (budget EUR 2.8m).

August 2006 - August 2008

RESMED, BASEL, SWITZERLAND

Director Marketing Communication Europe

- Responsible for consistent branding, marketing and communication in 23 European markets: corporate and product brands, external, internal, corporate, and crisis communication. Manage four full-time staff across Europe; liaise with headquarters in Sydney and San Diego in matrix organisation (budget EUR 1.2m).
- Creation of a European marketing communication department and coordination of consistent branding in 23 European markets.



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- Supervise international processes for 23 country affiliates: product launches, positioning and messaging, collateral material, events.
- Manage European public health awareness campaigns and organise patient group meetings and presence at medical congresses.
- Launch internal pan-European network of country communicators to share best practices.

April 2004 - July 2006

RESMED, MUNICH, GERMANY

Manager Marketing Communication

- Responsible for all internal and external communications and branding activities (Austria, Germany, Switzerland); manage a team of nine people (EUR 1.4m).
- Lead all aspects of internal and external communications, build German press office, introduce annual press conference, public relations measurement metrics and new channels of internal communication.
- Facilitate best practice sharing across European subsidiaries on communication issues.

January 2001 - April 2003

KETCHUM, MUNICH, GERMANY

Account Supervisor VP

- Co-lead German food practice. Responsible for client budgets, annual planning and coordination of eight people (budget EUR 800,000).
- Develop and implement integrated marketing & communication campaigns for various clients in the food industry: Burger King, German Cheese Board, wines of Ribera del Duero, San Francisco Coffee Company. Planning and execution of press conferences and large customer and internal events.

March 1999 - December 2000

KOHTES KLEWES, BONN, GERMANY

Junior Consultant

- Coordinate media relations, print material and large scale events for: "Deutsche Gesellschaft für Kunststoff-Recycling mbH" (German Association for Plastic Recycling), and German Ministry of Family, Seniors, Women and Youth.

July 1998 - January 1999

CLT UFA, LUXEMBOURG, LUXEMBOURG

Assistant

- Lead relaunch and production of bi-lingual internal magazine (German/French).

PERSONAL

- Married with 3 children, currently living in Nuremberg, Germany.
- Avid reader, passionate runner and swimmer, loves being outdoors.
- Loves wine, good food and travelling with a special passion for Japan and France.