


**PROFESSIONAL  
CAREER**

2024

**INTERNATIONAL BUSINESS LOUNGE**

| PROJECTS, BUSINESS &amp; NETWORKS | HANNOVER | GERMANY

**CEO | Founder**

- International trade fairs, internationalization & networks, international incoming-services, online-events and consultancy
  - <https://internationalbusinesslounge.com/>

**APATON FINANCE GMBH**

| FINANCES &amp; MARKETING | HANNOVER | GERMANY

**Director Strategy & Corporate Development**

2022 – 2023

- Developing, ensuring the implementation and further development of the corporate strategy and business processes
- Leading strategically relevant national or international projects of the company in cooperation with external operating units and service providers
- Leading growth and efficiency initiatives as well as process improvements in the areas of communications, digitalization, sales, service, development, production and administration.
- Budget responsibility for Project Management Office tasks for corporate initiatives or major projects, as well as content responsibility for selected customer budgets to systematically develop business relationships.
- Development of decision-ready templates, presentation to management, support and implementation of concepts
- Advising clients on products, brand positioning and brand architecture
- B2B business, network development, client acquisition, co-lead pitches
- Development of communication strategies for multiple channels and social media
- Responsibility for overall strategic communication tasks for clients inside and outside the company
- Developed communication concepts for existing and new products
- Data analysis and media planning for multi-channel communications

2006 – 2022

**HANNOVERIMPULS GMBH**

| ECONOMIC DEVELOPMENT AGENCY OF THE CITY AND REGION OF HANNOVER | GERMANY

**Project Director International Affairs & Trade Fairs**

- Advice and support for international companies and start-ups in market, financing and legal matters
- Establishment of local network structures for companies B2B activities
- Establishment, development and marketing of products and services for local companies in order to support international business initiations
- Planning, organisation and implementation of national and international trade fairs, webinars, congresses and events | Trade fair and communication concept
- Establishment and strategy and development of the trade fair sector as a cross-sector corporate product for local networks
- Briefing and management of exhibitors, agencies and service providers
- Selection, recruitment and management of trade fair staff
- Trade fair tendering | National and EU-wide
- Negotiations | Budget responsibility | Financial planning | Contracts
- Location marketing | Support for political and international delegations

2005 – 2006

**AQTIVUS GGMBH | SERVICEGESELLSCHAFT FÜR AKTIVITÄT AUF DEM**

ARBEITSMARKT | HR- SOCIAL PROJECTS COMPANY | CULTURAL AND RED CROSS SERVICES FOR REINTEGRATION OF UNEMPLOYED PEOPLE INTO THE JOB MARKET | HAMBURG | GERMANY

**Project Manager | IKS - Tourism and Culture | AWO | DRK**

- Responsible for organisation and implementation of SGB II projects
- Project presentation, marketing and sales
- Organisation of assessment centres | Conducting job interviews
- Selection of project participants as staff for cooperation partners
- Staff coordination, supervision and coaching during the project
- Contact-Person for local Authorities, Partners Companies and agencies

2004 – 2005	<b>BWA – BEHÖRDE FÜR WIRTSCHAFT UND ARBEIT DER STADT HAMBURG</b>   MINISTRY FOR ECONOMY AND LABOUR OF THE CITY OF HAMBURG   GERMANY
	<b>Officer   City Marketing and Events</b>
	<ul style="list-style-type: none"> <li>▪ Co-responsible for local and international promotion of the Hamburg</li> <li>▪ Project management with focus on tourism and events promotion</li> <li>▪ Market analysis in the field of Hamburg tourism</li> <li>▪ Organization and supervision of Senate receptions in Hamburg City Hall</li> <li>▪ Co-organization of trade fairs and events</li> <li>▪ Contact-Person for other authorities, cooperation partners and agencies</li> <li>▪ Authority structures   reporting and protocol</li> </ul>
1998 – 2003	<b>CONSULATE GENERAL OF ARGENTINA IN HAMBURG   GERMANY</b>
	<b>Commercial Affairs Counsellor   Commercial Department</b>
	<ul style="list-style-type: none"> <li>▪ Responsible for the promotion of Argentina as an exporting country</li> <li>▪ Counsellor in foreign trade affairs, customs tariffs and Visa</li> <li>▪ B2B-contact and consultant for business and trade promotion</li> <li>▪ Relationship management with federal and state authorities and institutions</li> <li>▪ Agenda management of diplomatic, corporate and trade delegations</li> <li>▪ Project manager for trade fairs and events</li> <li>▪ Market analysis   preparation of business-related market studies</li> <li>▪ Commercial, foreign, travel and personal documents</li> </ul>
1991 – 1998	<b>DEUTSCHE MESSE AG HANNOVER   HANOVERS TRADE FAIR COMPANY   GERMANY</b>
	<b>Employee EBi-Team   IT-Administration Staff</b>
	<ul style="list-style-type: none"> <li>▪ Responsible for coordinating and securing information sites</li> <li>▪ Co-responsible for organizing and implementing the physical and electronic information system.</li> <li>▪ Personnel training and instruction in the trade fair information system.</li> <li>▪ Exhibitor consultancy and sale of trade fair information entries</li> </ul>
1984 – 1989	<b>COINED – KOMMISSION FÜR BILDUNGSUSTAUSCH   ASSOCIATION FOR EDUCATIONAL STUDENT-EXCHANGE   CÓRDOBA – ARGENTINA   HAMBURG – GERMANY</b>
	<b>Project Assistant   Office Organization   Lecturer</b>
	<ul style="list-style-type: none"> <li>▪ Marketing and Advertising   Press and Public Relations</li> <li>▪ Selection procedure and supervision of German and Argentinean exchange students and host families</li> <li>▪ German and Spanish as foreign languages</li> </ul>
<b>FREELANCE</b>	
2020 – 2024	<b>HOCHSCHULE HANNOVER   HANNOVER UNIVERSITY OF APPLIED SCIENCES AND ARTS   FACULTY III   MEDIA, INFORMATION AND DESIGN   GERMANY</b>
	<b>Lecturer   Seminar: International Project Management</b>
	<ul style="list-style-type: none"> <li>▪ Topics   International Economics, Business and Globalization, International Law and Taxation, Interculturality and Intercultural Competency, International Marketing Management, International and Intercultural Human Resources, International Project Planning, Success Parameters and success Factors</li> </ul>
1991 – 1994	<b>AMT FÜR FREMDENVERKEHRS- UND KONGRESSWESEN HANNOVER   OFFICE OF TOURISM AND CONGRESS MANAGEMENT HANNOVER   GERMANY</b>
	<b>Tour Guide and Tourism Assistant</b>
	<ul style="list-style-type: none"> <li>▪ Responsible for international business delegations</li> <li>▪ Assistant for congresses, events and tourism</li> <li>▪ Interpreter</li> </ul>
1988	<b>NATIONAL UNIVERSITY OF CÓRDOBA   FACULTY OF ECONOMICS   CÓRDOBA   ARGENTINA</b>
	<b>Interpreter</b>
	<ul style="list-style-type: none"> <li>▪ Speaker: Dr Friedhelm Pfeiffer   Tax consultant</li> <li>▪ Theme: The Tax System in Germany</li> </ul>

<b>STUDIES &amp; ADVANCED PROFESSIONAL DEVELOPMENT</b>			
<p>2023</p> <p>2020</p> <p>2020</p> <p>2014</p> <p>2013</p> <p>2011 - 2012</p> <p>2010</p> <p>2004 - 2005</p> <p>2005 - 2004</p> <p>2004</p> <p>1989 - 2005</p>	<p><b>IHK HANNOVER</b>   HANNOVER CHAMBER OF COMMERCE AND INDUSTRY   GERMANY</p> <ul style="list-style-type: none"> <li>▪ Certificate   Corporate Management</li> <li>▪ Topics: Law - Corporate Finance - Liability Risks - Risk Management - Contracts - Personnel Management Strategies</li> </ul> <p><b>DIGITALER SCHULUNGSRAUM – HANNOVER</b>   DIGITAL TRAINING CENTER HANNOVER   GERMANY</p> <ul style="list-style-type: none"> <li>▪ Training - Webinars   Organization - Distribution – Implementation</li> </ul> <p><b>HANNOVERIMPULS GMBH   HANNOVER</b></p> <ul style="list-style-type: none"> <li>▪ Certificate   Training   Data protection awareness   GDPR &amp; NDSG (Lower Saxony Data Protection Law)</li> </ul> <p><b>EXPER CONSULT   DORTMUND</b>   BUSINESS CONSULTING COMPANY FOR PRIVATE AND PUBLIC SECTOR   DORTMUND   GERMAY</p> <ul style="list-style-type: none"> <li>▪ Workshop   Compact knowledge for professional business development</li> </ul> <p><b>TÜV NORD   HANNOVER   DIGITAL TRAINING CENTER OF THE ASSOCIATION FOR TECHNICAL SUPERVISION IN NORTHERN GERMANY   HANNOVER</b></p> <ul style="list-style-type: none"> <li>▪ Certificate   Training   Data protection in Marketing</li> </ul> <p><b>CIVILIA HANNOVER E.V.</b>   INT. COMMON PURPOSE ORGANISATION   HANNOVER   GERMAY</p> <ul style="list-style-type: none"> <li>▪ Participation   COMMON PURPOSE PROGRAMME   10 months</li> <li>▪ Economic co-operation between business and politics in the city and region of Hannover   Public Private Partnership (PPP)</li> </ul> <p><b>IHK HANNOVER   HANNOVER CHAMBER OF COMMERCE AND INDUSTRY   GERMANY</b></p> <ul style="list-style-type: none"> <li>▪ Official Certification for Project Direction   Preparation PMI</li> </ul> <p><b>STAATLICHE ABENDWIRTSCHAFTSSCHULE HAMBURG</b>   STATE SCHOOL OF ECONOMICS   HAMBURG   GERMAY</p> <ul style="list-style-type: none"> <li>▪ Advanced Training seminars.</li> <li>▪ Topics: Business Administration - Economics - HR - Accounting</li> </ul> <p><b>MARKETING AKADEMIE HAMBURG</b>   PRIVATE MARKETING ACADEMY   HAMBURG   GERMAY</p> <ul style="list-style-type: none"> <li>▪ Certificate Advanced Training seminars for marketing specialists</li> </ul> <p><b>STAATLICHE ABENDWIRTSCHAFTSSCHULE HAMBURG</b>   STATE SCHOOL OF ECONOMICS   HAMBURG   GERMANY</p> <ul style="list-style-type: none"> <li>▪ Advanced Training seminar</li> <li>▪ Topic: Accountancy</li> </ul> <p><b>UNIVERSITÄT HANNOVER</b>   UNIVERSITY OF HANNOVER   GERMANY</p> <ul style="list-style-type: none"> <li>▪ German Philology &amp; Pedagogy   Focus: Linguistics and Psychology</li> <li>▪ Degree: Magister Artium   Master of Arts</li> </ul>		
<b>HONORARY</b>	<ul style="list-style-type: none"> <li>▪ 2008 - Co-founder of the bilingual kindergarten SOLECITOS   Hanover</li> <li>▪ 2023 - Managing Director KiTa Bau Verwaltungs UG for the SOLECITOS kindergarten</li> </ul>		
<b>FOREIGN LANGUAGES &amp; CULTURES</b>	<p>Spanish   German</p> <ul style="list-style-type: none"> <li>▪ Bilingual</li> </ul> <p>English   Portuguese</p> <ul style="list-style-type: none"> <li>▪ Business fluent</li> </ul> <p>French   Italian</p> <ul style="list-style-type: none"> <li>▪ Very good knowledge</li> </ul>	<ul style="list-style-type: none"> <li>▪ Argentina</li> <li>▪ Brazil</li> <li>▪ China</li> <li>▪ Egypt</li> <li>▪ Finland</li> </ul>	<ul style="list-style-type: none"> <li>▪ Morocco</li> <li>▪ Scandinavia</li> <li>▪ South Africa</li> <li>▪ USA</li> <li>▪ Western Europe</li> </ul>
<b>SPETIAL INTREST</b>	<ul style="list-style-type: none"> <li>▪ International business, law and trade; international contacts and networks, international economics and geopolitics, sociology and politics; trade fairs; interculturalism; advertising psychology; statistics, foreign cultures.</li> </ul>		