



CURRICULUM VITAE

Personal Details

Name: Anette Heinzer-Hiemer (Jeanne)
Date of birth: 06.01.65
City of birth: Hannover, Germany
Marital status: Married, 2 children (12 and 15)
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What characterises me as a professional and senior manager

In my work as a professional I see myself as a coach and creator of an interactive environment and as a companion through the work process. My long experience as a communications professional as well as a trainer and coach in a corporate environment enables me to establish a work environment that is based on mutual understanding, tolerance and trust and fosters deep and enduring work and learning experiences. As the author of a 'self coaching guide' (on sale at INSEAD, France, leading European Business School) I find it valuable to enable my learning audience to adopt a thorough understanding and deep integration of an 'early acquired self management of competencies'.

Professional Experience

Since 12/2007: Responsible for **Communications, Coaching, Training and Programme Development** of high potentials and expatriates, **BASF Switzerland LTD**, Basel (BASF is the largest chemical company worldwide with over 115.000 employees)

Role included: Development, Implementation and continuous development of relevant and 'business needs based' training and coaching tools (larger team development for joint ventures China/Switzerland/Germany i.e. diversity training, small team development for low, medium and high level expatriate assignments) across all management levels

Selecting and headhunting top business experts and freelance intercultural specialist trainers to provide specific trainings

Thorough evaluation of training and coaching outcomes and subsequent improvement

01/2002 – 12/2007: **Communications Training Specialist, CARTUS (leading provider of Intercultural Training, www.cartus.com)** for Fortune 500 clients, trainings conducted in English, German und French in Europe. Clients include: General Electric, Cisco Systems, AC Nielsen etc.

07/1998 – 06/2001: **Director Corporate Communications LONZA LTD**, Basel, Switzerland (Lonza is a fine chemicals company with 12.000 employees worldwide), development of **communications strategy** and **establishment of the divisionwide trade show marketing** (leading 20 business unit team members), booth team leader of all international trade shows and 100 sales people from all over the world

Role included: Development, Implementation and continuous development of relevant and 'business needs based' communication tools (Change Communication, Crisis Management Responsibility, Media Training) across all management levels, design and implementation of communication tools (Internet, employee magazine of Lonza, workshops and leadership development courses, employee surveys, establishment of Lonza's divisional strategic trade show marketing)

07/96 – 07/98: **Consultant Communications HOFFMANN LA ROCHE AG**, Basel, Switzerland (Fortune 500 top pharmaceutical company)

Role included: Development of Corporate Design Policy following the merger with Boehringer Mannheim, worldwide coordination with

affiliates supporting the Head of Corporate Design in terms of its communication strategy.

GLAXO WELLCOME PLC, London, England (Fortune 500 top pharmaceutical company)

Role included: Project work for a newly developed and launched product (Lamictal, Epilepsy), organization of international congresses, media relations as well as press conferences, development of press kit, organisation of of Glaxo Welcome's participation at the 'International Prix Galien'.

07/94 – 07/96: **Consultant Communications**

F+W Communications, Berne, Switzerland (PR agency specialised in tourism)

Role included: All Communication and Media Work for the agency's blue chip accounts such as Hong Kong Tourist Association, Leading Hotels of the World, Steigenberger, press trips to Europe, Thailand, Hong Kong and China, in charge of all Marketing and Sales activities for the agency's key account Tourism Authority of Thailand in Switzerland

09/92-12/94 **Development and Organisation of Leadership Development Communication Programmes** for INSEAD, Fontainebleau, France, as well as for LONDON BUSINESS SCHOOL, London, England

Role included: Development of leadership development programmes for company specific 'top executive seminars' in cooperation with Apple, Andersen Consulting (now Accenture), close cooperation with faculty as well as with programme directors

10/90 – 09/92: **ALFRED TEVES AG (HQ ITT)**, Paris, France

Assistant 'Industrial Engineering'

Role included: Administrative and project related support of the Director of the Industrial Engineering Department at ITT's production site outside of Paris, in charge of translating user manuals for whole production lines in D/E/F, interpreting on the occasion of client visits, project support and research

10/88 – 09/90 **HAFTPFLICHTVERBAND DER DEUTSCHEN INDUSTRIE VAG** (now Gerling Konzern, one of the top European Insurance Companies) **Project Manager**

Role included: Developed, launched and sold a highly successful bluechip watercraft insurance (from the Australian market) in Germany, trained sales staff and organized specialized product fairs in close cooperation with sales and PR agencies

Studies

Studies	<p>2012 – 2015 Master in Organisational and Clinical Psychology /Change Management at INSEAD in Fontainebleau, France (leading European Business School)</p> <p>1994 – 1996 BA in Integrated Marketing Communications, Lansdowne College, London</p> <p>1992 – 1994 Management Diploma with distinction (5.6), Berufspsychologisches Institut, Fachschule für Management und Personalwesen BPIH, Bern</p> <p>1986-1988 Studies ‘New Languages’, Business School Dr. Buhmann, Hanover, Germany, the first two semesters: French/English/Economics, then French/English/German.</p> <p>Graduation with diploma as ‘Diplom-Language Assistant (English, French) from the European Secretary Academy, Brussels, Belgium</p> <p>1984 – 1986 Degree in Insurance, Hannoversche Lebensversicherung (Life Insurance Company), Hanover, Germany</p> <p>1975-1984 High School Diploma, High School Herschelschule Hanover, Germany</p>
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Additional activities and interests

Education relevant activities:	<p>2012 Licensed Career Counsellor, Career Counselling Services, London</p> <p>2012 ACC (Accredited Certified Coach), International Coach Federation</p> <p>2010-2012 Certified Professional Coach, International Coach Academy, Melbourne</p> <p>2009 Publication of a self coaching guide in the area of ‘self management of resources’ for accompanying partners of foreign employees (book is being sold at INSEAD in Fontainebleau, France, as well as at the International School in Basel)</p> <p>2004 Diploma ,Teaching Diploma’ (Eidgenössischer Fachausweis Ausbilderin’ bei der Gesellschaft CH-Q) Zurich, Switzerland, includes design of teaching sequences, training styles, communication training based on the concept of ‘self management of competencies’ using relevant portfolio instruments, planning and follow through of pilot programmes, evaluation of teaching modules, process reflection and conclusion, evaluation of competencies/teaching objectives</p>
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Permanent update of competency based education and training:
2003 **Train the Trainer programme**, Eaton Consulting Group,
Basel, Switzerland

2000 **Diploma in Neurolinguistic Programming**, Coach Academy,
London, England
1998 **Train the trainer programme**, Cartus
(top relocation and training company), London , England

Teaching German/English and French

(Haftpflichtverband der Deutschen Industrie VAG, leading
insurance company in Germany as well as at Centrepoint,
(umbrella organisation for expatriates), Basel, Switzerland

Knowledge of the entire **Microsoft Office package**

Fluency in English, French and German (written/verbal)