

Curriculum Vitae



Business Economics, Administration & Tourism
(University of applied science, Munich)

Systemic Business Consultant

Entrepreneur & Manager

Systemic Consultant & Business-Coach
(Steinbeis Institut, Berlin)

Instructor and trainer of Business and Personal Seminars

Curriculum Vitae

Lastname: Sigg
Firstname: Alexandra Josefine
Place of birth: Freiburg i. Br.
Address/Contact: El Gouna, South Marina
Egypt
+20 10 262 505 42
+49 172 842 37 37
info@avenida.de

PERSONAL PROFILE

Dynamic Management Professional with advanced knowledge in general management disciplines based on international standards; entrepreneurially thinking and acting (entrepreneur since more than 25 years); more than 13 years experience in consulting, tourism, marketing, events, sales, consulting. Business-Coaching (11 years); proven ability to combine strategy with organizational change and people; strong record of increasing profitability and improving operational efficiencies, with superior client service.

EXPERIENCE

2010 – present **SINUS COSINUS EFFEKT®**
Owner / Managing Director
Systemic Seminars for executives, managers, entrepreneurs and
for individuals
www.sinus-cosinus-effekt.de

Subjects:

- Self-management intelligence, soft skills in leadership, self-management
- Systemic guidance
- Personality development (self-esteem, self-assurance, self-responsibility)
- Power, power games and psycho-games (see Eric Berne), conflicts (Transaction analysis)
- Crises (transaction analysis)
- Fears

Systemic statements for structures, organizations, teams, individuals

Suitable for example:

- Strategies
- Visions
- Marketing & Distribution
- Personnel recruitment, personnel development, staff selection
- Strategic decisions
- Company succession
- Team leadership
- Motivation
- Health Management, Health Coaching (especially: burnout; Depression)
- Management and leadership psychology, human psychology
- The paradox of human behaviour
- Living values, ethics, corporate culture
- Integration management (management change and company succession)
- Occupation, career / position / leadership / job change;

2005 – present

AVENIDA COACHING & CONSULTING

Owner / Managing Director
Systemic business Coaching & Consulting
www.avenida-coaching.de

Coaching-Specializations:

1. Development of personality and the development of social skills
2. Leadership (soft skills in leadership, authentic leadership, power & leadership), Power games and psycho-games in the lead
3. Crises
4. Conflicts with family, partners, colleagues, bosses
5. Health management in companies & burnout -Prevention / resolution
6. Women in the lead
7. Profession and career (Finding / orientation / change)
8. Self-employment / entrepreneurship
9. Psychosomatic diseases and autoimmune diseases
(Accompanying process of the causes of parallel medical treatment)

Consulting-Specializations:

Point-accurate diagnosis and solution of "interference fields" in companies in the following areas:

1. Leadership, power and employee motivation
2. Marketing, sales
3. Personnel management, personnel development, personnel recruiting
4. Operational health management
5. Employee motivation (plus reduction of absenteeism / employee fluctuation)
6. Company succession, change of leadership
7. Strategy, vision

2008 - 2011

Extra-occupational

- Coach-Certification by Steinbeis Institute (SHB), Berlin: leadership and personality
- Systematic Constellations with Bernd Isert
- Deepen transactional analysis with Dr. Holger Sobansky
- Quantum healing
- Seminars for personality, leadership and health; The psychology of humans; understanding of human behaviour with Dr. Stephan von Stepski-Doliwa.
- Professional Training as a Systemic Business Coach (SHB) (Kröber Kommunikation), Certified Teaching Institute of the ECA (European Coaching Association) as well as recognized Training institute member of the German Association for Coaching and Training (dvct)

2009-2010

POWER_M, Gründerregio M e.V.

Seminar leader and systemic coach for young entrepreneurs
In part-time 50% (limited to 1.5 years); Number: approx. 150 coachees

- Personality development / entrepreneurship
- Leadership, self-management
- compatibility of work and family
- Self marketing / personal branding
- The brand ME
- Conflicts, crises
- Time management
- values, corporate culture and business philosophy
- Style & etiquette
- Goals, strategies and visions
- Profession and vocation, talents and strengths
- Success and money
- business management
- Creation of business plan
- Marketing and sales (positioning, elevator pitch, product, communication, prices and fees, communication media (online / offline), above and below the line
- market and competition, target groups and needs
- name finding, protective rights
- Contract law: BGB, HGB, AG, ESTG, USTG, etc.
- Insurance

- 1998-2010 **AVENIDA Communication**
 Owner / Managing Director
www.avenida.de
 Agency for sales-oriented marketing (b-to-b)
- Advertising (online/offline; Above-the-line)
 - Marketing
 - Events
- Business sectors: building, construction, investment, pharmaceuticals, services, health, biotech, gas, semiconductors, publishers, public sector, automotive supply industry, commercial real estate, hotel industry, tourism and many more
- 1996-1998 **Wellington Finanzberatungs GmbH, Munich**
and Paarl Grundbesitzverwaltung GmbH, Munich
www.wellington-partners.com
- Investment advisory and sales activities for non - profit foundations and Individuals.
 Products:
 Investments in leasehold companies
 Investment model with shares (CCW), especially for foundations
 Investment fund (Bank of Ernst, Switzerland)
 properties
 Venture capital
- 1995-1996 **Kopleder & Partner GmbH, Munich**
Head of the Munich office.
 Sales, distribution and marketing of properties.
- 1994-1995 **LAST-MINUTE-HOTEL International GmbH, Munich**
Reservation manager.
 Organization, advertising, marketing.
- 1990-1994 **Study of Business Economics, Administration & Tourism**
University of Applied Sciences Munich
Graduation: Graduate in Business Administration (UAS)
 Activities during the study:
- (Trade fair) hostess for various companies
 - Service Brasserie "Roger la Frite"
 - 3 years: Telephone marketing / acquisition; Cable & Media Service GmbH, Munich
 - 1993 Start of self-employment
- 1988-1990 **Apprenticeship: Fully qualified graduate in the hotel and catering trade, Management assistant & Hospitality**
 at the Colombi Hotel, Private First-Class-Hotel (5 *), Freiburg i.Br.
- 1987 **Realated discussion: Hotel Reindl, Garmisch-Partenkirchen**
- 1978-1987 **Grammer School:** Humanist Gymnasium College of St. Sebastian, Stegen
- 1974-1978 **Primary School,** Buchenbach

IT:

MS-Office, Photoshop for PC (basic knowledge)

Languages

German (mother language)

English/French: good to satisfactory – written and speaking

Spanish (basic knowledge)

High Arabic (First basic knowledge)

Lecturer activity:

FOM, Fachhochschule für Ökonomie und Management, Munich.

Master Thesis Marketing.

Hobbies and interests:

Travel, water sports, (Windsurfing, Kiting, diving, water skiing), Photography, reading, cooking, baking, humans

Soft Skills:

- High social skills
- Self-management and personality development
- clarity
- Awareness and knowledge for human thinking, feeling, doing
- Analytical mind
- inventor
- Development
- High creativity in solving problems
- High interdisciplinary transfer skills
- Talent, groups and people to open and lead quickly
- Humorous, word-oriented, motivating and emphatic
- Strong communication, self-assured, willing
- Very good observation
- Fair and consistent, courageous and loyal
- Values estimating and reflective
- Forward-looking and visionary
- Self-employed, solution- and goal-oriented
- self-Starter
- Entrepreneurially thinking and acting
- Naturalist optimist
- Able to the "overall picture" of a project
- Strong decision-making and high sense of responsibility
- Resolved and risky
- Ability to "anticipate" problems and react to them in advance
- Suitable for professional use

Not suitable for:

- Routine tasks
- Work according to predefined schematics