



Curriculum Vitae

1981-1985
1985-1994

Primary school in Hallgarten/Rheingau
St. Ursula School in Geisenheim with **general qualification for university entrance**

1995-1997

Studies at the Academy for Marketing and Communication (Frankfurt am Main) with the qualification: Certified Communications Expert

1995-1996

Need Communications advertising agency/Königstein

Activities:

- Key account assistant
- Administration/office management

1996-1999

SUCCESS Partners / Agency for live marketing

Activities:

- Intern
- Project assistance
- Assistant to the managing director

- 1999-2000 **Atelier Markgraph**
- Activities:
- Divisional management of DRUPA exhibition for Heidelberger Druckmaschinen (printing technology company)
- 2000-2002 **Birth of two children**
- 2002-2006 **Freelance activity:**
- Competition Partner GmbH
Industrial events
MaxSense
Own projects | for example: for Reifenring GmbH
- 2006-April 2017 **Plan-j GmbH**
- Activities:
- Development of office structure, including employee recruitment and retention
 - Development of accounting and incorporation of commercial processes
 - Project management of national and international events
 - Business development
 - Key account
 - Development and management of corporate hospitality department
 - Strategic corporate development
 - Development and implementation of public relations
 - Management of BU event
 - Acquisition of new customers
 - Process optimisation of internal communication
 - Authorised signatory and member of the management board
- June 2016 – now **FAMAB Kommunikationsverband e.V. (professional association)**
- Management board/division: International events in honorary position
- April 2017-July2018 **expopartner GmbH**
- Activities:
- Management board

Since 15 Aug. 2018 **Founder | Entrepreneur with LOB Brand Communications**

- International support | exhibition & events
- Corporate hospitality
- Business development

Language skills/other skills:

- Very good command of English, elementary knowledge of French
- Good knowledge of MS Office

International | hospitality practice:

- 1996: Introduction of Skoda Octavia in Prague | participation in planning and realisation of event location | new construction | planning and implementation of 5-week event
- 1996 – 2000: Truck Grand Prix Nürburgring | planning and management of all trades | DEA Mineralöl AG
- 1998: Czech Truck Prix | Autodrom Most (race track) / DEA Mineralöl AG
- 1998: Incentives for Hyundai Motor Company in Hong Kong
- 2006: FIFA World Cup in Germany | planning | design | project management of hospitality lounges | SAP
- 2010 |2013 |2016: bauma trade fair in Munich | concept, project management and implementation of hospitality areas | Liebherr, world's largest exhibition stand
- 2006 – 2016: Concept | project management and implementation of hospitality areas | Liebherr fairs for construction machines Shanghai, Las Vegas, Paris, Bern
- 2008 – 2016: Concept, project management and implementation of hospitality areas | Liebherr, air shows in England, France, Singapore, USA and China