

Diana Siepmann

Curriculum vitae

Personal

Date of birth: 22.10.1971
Nationality: German
Civil status: living together
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WORK EXPERIENCE

Manager Global eBusiness

11/2002 – 05/2004

Siemens Building Technologies AG (SBT), Zug, Switzerland

Responsible for the European wide rollout of a web-based solution for energy monitoring and controlling (EMC) – the first eBusiness solution offered by SBT. Co-author of the energy services (ES) business plan for Europe. Coached the countries in formulating and implementing their ES strategy. Designed, wrote and managed documentation for EMC including process management from HQ to the countries. Responsible for competitor analysis, PR and legal issues. Strong focus on managing inter-departmental teamwork and aligning communication.

Marketing Services & Product Manager

05/1998 – 07/2002

Plaston AG, Widnau, Switzerland

Management team member of the Business Unit Air Treatment Systems. Responsibility for creation and implementation of the marketing services strategy including budget responsibility. Successfully initiated, designed and managed the web and e-services strategy for the entire Plaston Group. Managed and selected external suppliers such as marketing and web design agencies and hosting provider. Responsible for Plaston owned brands and marketing support to all international customers in Europe, Asia and USA. Took on product management responsibilities.

Sales & Marketing Support

09/1996 – 11/1997

Picker International, European Distribution Organisation (EDO), Hofheim, Germany

Assistant to the General Manager EDO of this \$ 1 billion, multinational, medical imaging company. Responsibility for co-ordination of strategic and financial management reporting processes including preparation of presentations materials for senior management. Acted as a facilitator in “quality teams”. Co-ordinated and prepared necessary paperwork for tender offer. Developed standardised price book to be used by the General Manager and Regional Managers.

WORK EXPERIENCE DURING STUDIES

Consulting Project

02/1996 – 08/1996

Grace GmbH, (W.R. Grace Inc.), Worms, Germany

Functioned as an organizational change consultant in this subsidiary of a multinational Fortune 50 company. Analysed contents and teaching methods of management and leadership training seminars: recommended improvements. Developed and implemented methods to ensure training effectiveness which reinforced behavioural change in the work place.

Charity Project

07/1995 – 09/1995

Timisoara Children’s Hospital, Timisoara, Romania, 6-person team

Obtained monetary and “in-kind” donations (70K CHF) to support this Romanian hospital. Developed marketing strategy, designed data base, prepared documentation for mass mailing.

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WORK EXPERIENCE DURING STUDIES

Marketing/Consulting Projects

- 07/1995 – 09/1995** **International Institute for Management Development (IMD)**, Lausanne, CH
Reported to the Director of Admissions. Conducted research which resulted in a significant change in IMD's communication strategy (i.e. development of a new brochure)
- 08/1994 – 09/1994 and 02/1993 – 03/1993** **Preston R.S.**, Warsaw, Poland
Reported to the Managing Director of this human resources recruitment consultancy. Designed, conducted and evaluated competitor/customer analyses survey which included interviewing directors and HR managers of large international companies.
- 06/1994 – 07/1994** **PAIZ – State Agency for Foreign Investment**, Warsaw, Poland
Reported to the Director. Designed marketing brochure. Interviewed German clients to determine satisfaction; prepared and presented report on results.

EDUCATION

- 03/1992 – 08/1996** **Fachhochschule Worms**, European Business Management – Bachelor's degree
- 09/1994 – 02/1995** **Kingston University**, Business Course, Erasmus exchange program
- 08/1982 – 05/1991** **Gymnasium R then**, Grade average 1.8 (1 = very good, 6 = unsatisfactory)
- 09/1988 – 06/1989** **Miss Hall's School**, Pittsfield Massachusetts, USA Cum Laude Distinction

AREAS OF EXPERTISE

- Training** **Picker:** quality driven leadership
Grace: management and leadership training, Germany and United Kingdom
IMD: organizational behaviour, team building
- PC Skills** Computer literate in a LAN environment – MS: Word, PowerPoint, Excel
- Languages** **German:** native speaker
English: fluent spoken and written
Dutch: good (level B1+ according to the Common European Framework)
learning actively due to new family situation
French: good
Spanish: basic
Polish: basic
- Interests** Sailing (qualified skipper), scuba diving (BSAC qualification), dancing, skiing, cooking (Thai and Indian cuisine), reading