

RESUME – ULRIKE ZAEDOW

- Born 1978 March 15 in Berlin, Germany
- German nationality; marital status: married; 2 children
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SUMMARY OF QUALIFICATIONS

- Excellent **project management** skills always focusing on **structured and effective presentation and facilitation** enabled by a comprehensive PM toolbox
- Fulfilled **project lead role** for numerous national and international projects **managing up to 150 team members**
- Very good **analytical and financial management skills** combined with high **personal effectiveness** and **strategic consulting competencies**
- **Achievement oriented, setting stretching goals** and focusing on delivery of plans; taking **ownership** and personal responsibility to ensure highest quality of deliverables
- Proven **leadership capabilities** in different cross-cultural and business settings enabled by well established team communication as well as network building capabilities
- Very good **client management** capabilities and **facilitation** skills, **effective and structured communication** at all levels, **reliability and commitment**
- Consulting focus on **process analysis and design, strategic management, organizational design, business transformation, marketing and sales, operational excellence, KPI, CRM, change management**
- Multi language skills in **German** (mother tongue), **English** (fluent), **French** (good command), **Mandarin** (good command), and **Japanese** (basic knowledge)
- High personal interest in and knowledge of automotive segment (active member of vintage car racing scene)

PROFESSION

Ulrike Zaedow Management Consulting

March 2009 - now

Project management and intersectoral business consulting ranging from analysis to implementation

Focus on **process** analysis and optimization, **strategy** formulation and implementation, **organizational design** and implementation, **CRM**, **operational excellence** programs, **KPI** development, **real estate development**

Industry experience: **Facility Management, Healthcare and Seniors, Consumer Products, Automotive** OEM and supplier, **Energy and Utilities, Life Science, Manufacturing, Real Estate, Finance, Telecommunication**

PRIOR PROFESSIONAL EXPERIENCE

Capgemini Strategy Consulting – Managing Consultant

July 2005 - Feb. 2009

Responsibility: **Management and delivery of strategy consulting projects as project manager; business development and sales activities**; additional focus on **people development and team coaching**

PROJECT EXTRACTS

▪ Operational excellence and organizational design

Analysis and design of site operations and sales processes for leading facility management company; identification of optimization and saving potentials; definition of KPI system and balanced scorecard implementation; organizational design for German and Austrian business model; detailed definition of operating and shared service structure

▪ Process analysis, design and automation

Retail and CRM process analysis and design of leading global automotive OEM; assessment of business requirements and development of prototype for global dealer-manufacturer CRM and sales system (Europe, U.S.)

▪ Restructuring

Analysis and design of performance improvement processes for leading German energy supplier; development of performance measuring indices and calculation of cost reduction potentials; change management

▪ Retail training development

Development of training concept and web based training programs for European dealer network of leading global automotive OEM based on benchmark study and financial assessment

▪ Marketing & sales effectiveness

Analysis and design of marketing controlling, organizational set-up and systems landscape for leading life science company; development of marketing spend reporting concept and key performance indices

▪ Major research topics

Growth – Researched on methods and tools how to implement growth strategies

Marketing, sales and customer service effectiveness – Researched on general levers in marketing, sales, and services to improve cost structure and customer loyalty

Wirtschaftsberatung Halder GmbH & Co. KG – Berlin, Germany Managing Director

May 2002 - Apr. 2005

- **Strategy consulting:** Project management and delivery in automotive industry (process restructuring, differentiation, market entry, customer intelligence, product management, marketing & sales)
- **Real estate project development and management:** Project lead for development and realization of patented target specific automotive concept (MEILENWERK), investment volume 11 m EUR, responsibility for 150 team members
- Responsible for feasibility studies, finance concept, contract management, public and investor relations, marketing
- **Entrepreneur** of new company for strategic real estate consulting (INSIGNIUM Gebaute Marken GmbH), responsible for business plan, brand development and marketing

EDUCATION

University of Gloucestershire, UK – Doctoral Thesis	May	2011	-	May	2014
Sales organization effectiveness as a function of corporate life cycle stages					
European Business School (ebs) – Master Degree	Oct.	1997	-	May	2002
Business Administration / Economics, Majors: Finance & Banking, Real Estate					
Institute of Technology – Auckland, New Zealand	Feb.	2000	-	July	2000
École supérieure de commerce et de management – Tours, France	Sep.	1999	-	Dec.	1999
St. Georg Gymnasium – Bocholt, Germany	Sep.	1988	-	May	1997

OTHER WORKING EXPERIENCE

Arthur Andersen – Auckland, New Zealand/ Shanghai & Beijing, China	Nov.	2000	-	May	2001
DaimlerChrysler South East Asia Pte Ltd. – Singapore, Singapore	July	2000	-	Sep.	2000
Fletcher Challenge Credit Union – Auckland, New Zealand	Feb.	2000	-	June	2000
Vossloh Elektro GmbH – Bangkok, Thailand	July	1999	-	Sep.	1999
Henkel KGaA – Duesseldorf, Germany	Jan.	1999	-	Mar.	1999
Hilton Hotel – Rangali Island, Maldives	July	1998	-	Aug.	1998
Jacky Maeder Ltd. – Hong Kong, China	Jan.	1998	-	Feb.	1998
Volksbank e.G. – Bocholt, Germany	June	1997	-	Sep.	1997