

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
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PERSONAL PROFILE

Dynamic Management Professional with advanced knowledge in general and marketing 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

Since 11/2017	IXI TRAVEL BOOK EL GOUNA LLC. CEO/FOUNDER www.ixi-elgouna.com
2005 – present	AVENIDA COACHING & CONSULTING Owner / Managing Director Systemic business Coaching & Consulting www.avenida.de / www.alexandra-sigg.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

09/2016-04/2017 **Director & Consultant ELEMENT WATERSPORTS, El Gouna, Egypt**

www.element-watersports.com

- Operational and strategic management of the company in close coordination with the owners.
- Controlling and development of all departments
- Maintenance of the station
- Introduction of efficient and effective organization of the station
- Introduction of a controlled rental system (windsurf / kite), course-system
- Controlling the accounts, invoices and increase of the station income
- Development and implementation of a marketing concept for 2017 for the region and the European markets
- Guest relation
- Bookings (private clients and tour operators)
- Improvement of the courses and all the teachings, the kitchen and the beach for happy customers and a good reputation
- Controlling of the inventory
- Responsible for human resources (job roles / descriptions, salaries, cuttings). Team work.
- Personnel responsibility for 30 Egyptian employees as well as direct professional and disciplinary leadership of five heads

2010 – 2017

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;

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.

1998-2011

AVENIDA Communication

Owner / Managing Director

www.avenida.de

Agency for sales-oriented marketing (b-to-b)

- Advertising (online/offline; Above-the-line)
- Marketing
- Events
- Sales

Business sectors: properties, construction, commercial real estate, investment, pharmaceuticals, services, health, biotech, gas, semiconductors, publishers, public sector, automotive supply industry, 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 funds (Private 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
- 4 years : Service French Brasserie "Roger la Frite", Munich.
- 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, IHK Certificate**
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, Germany
- 1974-1978 **Primary School,** Buchenbach, Germany

IT:

MS-Office, Appel/MAC, 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:

Traveling, water sports (windsurfing, kiting, diving, water skiing), sewing, technically gifted, being creative, 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 see 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