

# Curriculum Vitae



**Journalist & Author**

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

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

**Entrepreneur & Manager**

## Curriculum Vitae

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## PERSONAL PROFILE

Journalist and author for her own publishing house and different online portals. Dynamic Management Professional with advanced knowledge in general and marketing management disciplines based on international standards; entrepreneurially thinking and acting (entrepreneur since more than 30 years); more than 13 years experience in consulting, tourism, marketing, events, sales, consulting. Business-Coaching (13 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

2020	<b>EL Gouna Photography</b> <b>CEO/FOUNDER</b> <a href="http://www.elgouna.photography">www.elgouna.photography</a>
11/2017- 2019	<b>IXI TRAVEL BOOK EL GOUNA LLC. - Publishing &amp; Marketing House</b> <b>CEO/FOUNDER/JOURNALIST/AUTHOR</b> <a href="http://www.ixi-elgouna.com">www.ixi-elgouna.com</a> for 2019/2020: <a href="http://www.elgouna-information.com">www.elgouna-information.com</a>
Since 2011	<b>Journalist and author</b>
2005 – present	<b>AVENIDA COACHING &amp; CONSULTING</b> <b>Owner / Managing Director</b> Systemic business Coaching & Consulting <a href="http://www.avenida.de">www.avenida.de</a> / <a href="http://www.alexandra-sigg.de">www.alexandra-sigg.de</a>  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

	<p>2. Marketing, sales  3. Personnel management, personnel development, personnel recruiting  4. Employee motivation (plus reduction of absenteeism / employee fluctuation)  5. Company succession, change of leadership  6. Strategy, vision</p>
2010 – 2017	<p><b>SINUS COSINUS EFFEKT®</b>  <b>CEO / Owner / Managing Director</b>  Systemic Seminars for executives, managers, entrepreneurs and for individuals.  <a href="http://www.sinus-cosinus-effekt.de">www.sinus-cosinus-effekt.de</a></p>
2008 - 2011	<p><b>Extra-occupational</b></p> <ul style="list-style-type: none"> <li>• Coach-Certification by Steinbeis Institute (SHB), Berlin: leadership and personality</li> <li>• Systematic Constellations with Bernd Isert</li> <li>• Deepen transactional analysis with Dr. Holger Sobansky</li> <li>• Quantum healing</li> <li>• Seminars for personality, leadership and health; The psychology of humans; understanding of human behaviour with Dr. Stephan von Stepski-Doliwa.</li> <li>• 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)</li> </ul>
2009-2010	<p><b>POWER_M, Gründerregio M e.V.</b>  <b>Seminar leader and systemic coach for young entrepreneurs</b>  In part-time 50% (limited to 1.5 years);  Number: approx. 150 coachees</p>
1998-2011	<p><b>AVENIDA Communication</b>  <b>Specialization: Marketing for commercial properties</b>  Owner / Managing Director  <a href="http://www.avenida.de">www.avenida.de</a>  Agency for sales-oriented marketing (b-to-b)</p> <ul style="list-style-type: none"> <li>• Advertising (online/offline; Above-the-line)</li> <li>• Marketing</li> <li>• Press - journalism</li> <li>• Events</li> <li>• Sales</li> </ul> <p><b>Business sectors:</b> properties, construction, commercial real estate, investment, pharmaceuticals, services, health, biotech, gas, semiconductors, publishers, public sector, automotive supply industry, hotel industry, tourism and many more</p>
1996-1998	<p><b>Wellington Finanzberatungs GmbH, Munich</b>  <b>and Paarl Grundbesitzverwaltung GmbH, Munich</b>  <b>Head of Sales</b>  <a href="http://www.wellington-partners.com">www.wellington-partners.com</a>  Investment advisory and sales activities for non - profit foundations and Individuals.  Products:</p> <ul style="list-style-type: none"> <li>• Investments in leasehold companies</li> <li>• Investment model with shares (CCW), especially for foundations</li> <li>• Investment funds (Private Bank of Ernst, Switzerland)</li> <li>• Properties</li> <li>• Venture capital</li> </ul>
1995-1996	<p><b>Kopleder &amp; Partner GmbH, Munich (Property Developer)</b>  <b>Head of the Munich office</b>  Sales, distribution and marketing of properties.</p>

1994-1995	<b>LAST-MINUTE-HOTEL International GmbH, Munich</b> <b>Reservation manager</b> Organization, advertising, marketing.
1990-1994	<b>Study of Business Economics, Administration &amp; Tourism</b> <b>University of Applied Sciences Munich</b> <b>Graduation: Graduate in Business Administration (UAS)</b>
1988-1990	<b>Apprenticeship: Fully qualified graduate in the hotel and catering trade, Management assistant &amp; Hospitality, IHK Certificate</b> at the Colombi Hotel, Private First-Class-Hotel (5 *), Freiburg i.Br.
1987	<b>Internship: Hotel Reindl, Garmisch-Partenkirchen</b>
1978-1987	<b>Secondary School:</b> Humanist Gymnasium College of St. Sebastian, Stegen, Germany: university-entrance diploma
1974-1978	<b>Primary School,</b> Buchenbach, Germany

#### **IT:**

MS-Office, Appel/MAC, Adobe Illustrator/Indesign/Premiere Pro/Photoshop

#### **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, writing, 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