

Curriculum Vitae



Journalist & Author

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

Marketing & Event Specialist

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

Entrepreneur & Manager

Curriculum Vitae

Lastname: Sigg
Firstname: Alexandra Josefine
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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 marketing & event 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. 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

Since 2021	Alexandra Sigg Fashion www.alexandra-sigg.com
Since 2020	EL Gouna Photography CEO/FOUNDER www.elgouna.photography
11/2017- 2019	IXI TRAVEL BOOK EL GOUNA LLC. - Publishing & Marketing House CEO/FOUNDER/JOURNALIST/AUTHOR www.ixi-elgouna.com
Since 2011	Journalist and author
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

	<p>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)</p> <p>Consulting-Specializations: Point-accurate diagnosis and solution of "interference fields" in companies in the following areas:</p> <ol style="list-style-type: none"> 1. Leadership, power and employee motivation 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
2010 – 2017	<p>SINUS COSINUS EFFEKT® CEO / Owner / Managing Director Systemic Seminars for executives, managers, entrepreneurs and for individuals.</p>
2008 - 2011	<p>Extra-occupational</p> <ul style="list-style-type: none"> • 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	<p>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</p>
1998-2011	<p>AVENIDA Communication, Events & Marketing Specialization: Marketing & Events for commercial properties Owner / Managing Director www.avenida.de Agency for sales-oriented marketing (b-to-b)</p> <ul style="list-style-type: none"> • Advertising (online/offline; Above-the-line) • Marketing • Press - journalism • Events • Sales <p>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</p>
1996-1998	<p>Wellington Finanzberatungs GmbH, Munich and Paarl Grundbesitzverwaltung GmbH, Munich Head of Sales www.wellington-partners.com Investment advisory and sales activities for non - profit foundations and Individuals. Products:</p> <ul style="list-style-type: none"> • Investments in leasehold companies • Investment model with shares (CCW), especially for foundations

	<ul style="list-style-type: none"> • Investment funds (Private Bank of Ernst, Switzerland) • Properties • Venture capital
1995-1996	Kopleder & Partner GmbH, Munich (Property Developer) Head of the Munich office Sales, distribution, events 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)
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	Internship: Hotel Reindl, Garmisch-Partenkirchen
1978-1987	Secondary School: Humanist Gymnasium College of St. Sebastian, Stegen, Germany: university-entrance diploma
1974-1978	Primary School, 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:

- Self-employed, solution- and goal-oriented
- Self-Starter
- Entrepreneurially thinking and acting
- 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
- 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
- High social skills
- Self-management and personality development
- Clarity
- Awareness and knowledge for human thinking, feeling, doing
- Analytical mind
- Inventor
- Development

Not suitable for:

- Routine (office) tasks over a long period