

Rie Eichmann

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Career Background

Intercultural Trainer & Consultant

Nov 2006 – 2009, July 2013- Present

Cultural Training Consultancy
London, UK (<http://www.culturaltrainingconsultancy.com/>)

- Design and deliver intercultural training for corporate or individuals
- Working and living in Japan/Thailand/China/Taiwan/UK pre departure training or post departure training
- Global leadership skills training for business people or students

[Client list] Allen & Overy /Barclays/European Leadership Programme/Hitachi Capital/New Star Financial Inc/Starcom Media Group/TESCO/Ricardo/Webster Graduate School/Saab/Daw Chemicals etc

Director of Global Events (November 2012 – May 2013)

Senior Global Marketing & Events Manager (March 2012 – November 2012)

International Marketing Manager (Apr 2010 – March 2012)

London School of Business & Finance – London, UK (<http://www.lsbfi.org.uk>)

- Set up a new global events department, from the internal business plan stage, through to recruitment and management of a new team. The department achieved ROI within 8 months and delivered solid 1st year sales revenue as well as follow on influenced revenue and excellent free local press coverage for ¾ of the events.
- Developed and oversaw the company's international marketing strategy for the achievement of short and long term business objectives, revenue maximisation and market penetration.
- Built and maintained a high calibre marketing team based in London and 12 international offices to deliver the global marketing strategies and objectives.
- Managed B2C, B2B markets and launched successful online and offline global marketing campaigns for multiple products.
- Managed global marketing budget, departmental budget, project ROI analysis.
- Delivered website re-launch which saw an over 50% increase in enquiries.
- Monitored and guided the execution on strategy, leadership and culture across all existing and new markets and channel partners.
- Built a new event delivery project management framework so we could consistently deliver good events and through continual process improvement we honed the delivery structure with each successive event. All events within the business will soon be delivered centrally via this framework to ensure smooth delivery of high quality events and prevent duplication of materials and effort across different department and products.

Marketing Account Manager

Apr 2009 – Mar 2010

QS Quacquarelli Symonds Ltd – London, UK (<http://www.qs.com>)

- Increased new media partnerships by 426% from previous year, created 42 new accounts and maintained good relationships with existing partners.
- Responsible for budget planning, 360° marketing planning (online/offline), marketing campaign implementation and execution for 7 educational events per year.
- Negotiated and closed over £10,000 worth of barter deals with media partners within 6 months.
- Delivered a successful online marketing strategy to increase the brand awareness through YouTube, Facebook and Twitter, resulting in web searches and hits doubling within 6 months.
- Attended and supported events in 7 international cities and managed local helpers, solving problems quickly and flexibly on site.

Project Manager

Aug 2004 – Oct 2005

Agoda Company Ptd. Ltd – Bangkok, Thailand (<http://www.agoda.com>)

- Managed to completion 7 foreign language website localisation projects which resulted in an average 150% increase in visitor numbers for each site.
- Successfully created and applied an affiliate programme strategy using social media.
- Managed a resource team both in-house and in remote offices.

Assistant Manager

Oct 2002 – Apr 2004

Amari Airport Hotel – Bangkok, Thailand (<http://www.amari.com>)

- Managed a small sales team and implemented marketing strategy.
- Responsible for creating marketing materials for an international market.
- Planned and implemented a successful marketing plan and promotion activities.
- Managed PR, media relations activities and maintained good relationships with domestic and international tour operators.

Product Manager

Aug 2000 – Oct 2002

Synnex K.K. – Tokyo, Japan (<http://www.synnex.co.jp/english/topmessage.html>)

- Defined product strategy, developed the core positioning and messaging for the product.
- Negotiated and managed good relationship with over 20 vendors.
- Developed sales tools and collateral, localised packaging for various international markets.
- Set pricing to meet revenue and profitability goals.

Education

Master of Business Administration (Webster Graduate School - Bangkok/London)	2005 – 2007
Bachelor degree - International Relations (Asia University – Tokyo)	1996 – 2000
Tamkang University (Taipei): Exchange Programme, International Trade	1999 – 2000
Western Washington University (Washington State): Exchange Programme	1997

Professional Qualifications

Business Cultural Trainer's Certification, International House (UK)	2007
TESOL Certificate (English Teacher Certificate), International House (UK)	2006
NLP Trainer's Training Certification (UK)	2006
NLP Master Practitioners Certificate (UK)	2006
NLP Practitioners Certificate (UK)	2006
Group Training Certificate, Stonebow (UK)	2006

Languages

English	Fluent spoken / written
Japanese	Native spoken / written
Chinese Mandarin	Fluent spoken / written
Thai	Business level spoken
Hokken	Business level spoken

Professional references on request