

# m-gage

## Edith Rose – CEO

### LEADERSHIP PROFILE

- Result and success driven executive with strong problem-solving skills
- Proven ability to develop and enforce company strategy, structure and processes
- Strong inter-cultural team-building and communication skills at all levels
- Highly motivating, inspiring management style
- Outstanding leadership qualities (referred to as charismatic leader)



### PERSONAL PROFIL

- Seeking opportunities
- Unconventional thinking / innovative with a realistic view for the feasible
- Impacting. Making a difference.
- Dynamic. Flexible. Efficient.
- Positive. Inspiring.

### RELATED PROFESSIONAL EXPERIENCE as Managing Consultant/ Interim Manager

- Defined and implemented international marketing, business development and customer service strategies and respective infrastructure
- Built, streamlined, optimized and integrated (post-merger) Service Centers worldwide (interim management in location)
- Restructured organizations and business units nationally and internationally (interim management in location)
- Managed out-sourcing projects (Customer Service, Tech.-Support, BPO)
- Led international cross functional / cross cultural projects and task forces
- Performed Business Facilitation in support of transformation: business process analysis, strategy development and implementation in order to standardize/align organizational structures, roles and responsibilities, processes and technology across multiple countries (Americas, Asia/Pacific, EMEA), cultures and language while sharing best practice on a global basis
- Achieved high quality standards and operational effectiveness (meeting, exceeding KPIs) via active
- Performance Management in many locations around the world

# *m-gage*

## **FUNCTIONS PERFORMED**

Manager, Business Unit Director, MD, VP/EVP with national and international responsibility

## **PROFESSIONAL ASSIGNMENT**

Lecturer for International Marketing, Wirtschaftsakademie Hamburg

## **BIO**

2001 - now	CEO, m-gage, Düsseldorf Ratingen, DE [Managing Consultant, Coach, Business Facilitator]
1999 - 2001	Vice President International Marketing, MicroStrategy, London
1998 -1999	Director International Marketing, ASPECT Communications, Stockley Park, UK
1996 - 1997	Director International Product Marketing, ASPECT Communications, Southall, UK
1995 -1996	Director Strategic Marketing, EMASS/GRAU, Bracknell, UK
1990 - 1995	Marketing/Sales Manager Central Europe, Symantec Düsseldorf, DE
1985 - 1989	Product and Marketing Manager, rhv Software Systeme, Düsseldorf, DE
1984 - 1985	Library Officer, TechniLib, Melbourne, AUS
1978 - 1982	Library Assistant, Stadtbibliothek, Paderborn, DE