

Curriculum Vitae



Name

Sabine E. Grebien Stein

Business Consultant and Leadership Coach International

Chamber of Commerce Certified Business Administrator

Business Administration IHK Düsseldorf,

**Management and Leadership Diploma, Management Coach and
Trainer in Behavioral Competences,**

University of Applied Science, Zürich, Leadership Academy Brussels

Adult Education & Training Certificate SVEB Certificate

Address

Sempacherstrasse 15, 6003 Lucerne

Telephone

mobile +41 79 366 46 86

E-mail address

sabine.grebien@grebien-performance.ch

Date of Birth

10th April 1962

Status

married

Nationality

German

Language

German, English

Websites

www.grebien-performance.ch

www.expectmoreinternational.org

Executive Summary

Sabine Grebien is an entrepreneur and the owner of grebien.performance+ BestPerformance Consulting. She is a sparring partner, mentor, business coach and public speaker since 2002. She has about 30 years of experience within a broad range of industries, on a national and international level.

Her vast experience in leadership, corporate and individual development, project- and processmanagement as well as professional education and training are focussed on value creation.

Sabine's credentials include many years of senior management experience in globally operating companies, where she specializes in brand development, brand stewardship, business- and marketing strategies and their realization – mostly on international projects. Further strengths include the deployment of value-added strategies and the (re)positioning of global brands, products and services. She offers extensive, implementation-led experience in the oversight of change processes, acting as a sparring partner to management and intercultural teams. She builds strong ties between functional expertise and social competences. Backing this up are motivational and impact-based HR diagnostics together with in-house seminars and workshops designed to promote a performance-driven culture and to foster a positive climate for continuing professional business development.

expect more international, worldwide skills development

It's the primary goal of expect more international

- to promote and empower skills development nationally and internationally as top priority,
- to ensure opportunities and necessary skills for young professionals to successfully compete in a global market
- to enable leaders and managers to apply their social and emotional capabilities as well as to develop their entrepreneurial thinking, behavior and action

One of our main topics is to build alliances or bridges in the field of international Skills Development and -training. Based on Swiss best practices, it is important to bring all stakeholders as "Government / Ministries of education"; "Schools / Universities" and "Companies / Entrepreneurs" as well as "Labour organisations" and Families together to develop and implement powerful, excellent and performing Skills development-programmes into the markets.development.

Work Experience

- April 2002 - **Founder and Managing Partner**
grebien.performance+ –Business Coaching, Organisational- and Leadership Consulting
- September 2014 - **Founder and Partner**
expect more international
Leading international projects, training, programs
 - International project development VET/PET
 - Corporate and individual skills development
 - Entrepreneurship/Leadership/Trainings/Quality Assurance
- 1999 - 2002 **Head of Market-/Trade Development, JT International**
Lead of the development and the implementation of all activities and programs in the trade environment to secure and maintain the professional company-image and its growth-potential

Lead in International projects as CRM/ Merchandising/ Customer Survey/ Best Practice Sharing Channelmanagement within Project-Leadership Team Worldwide
- 1994 - 1999 **Head of Brand Management and Marketing International Projects, RJ Reynolds**
 - Overall responsibility for development, supervision, implementation and updating the brand strategies (strategies, research, advertising, promotion, portfolio, distribution, pricing,...) in Swiss market.
 - Implementing Value Added Key Account Strategies**Brand Management international**
Lead in International project development for:
 - globalizing brands
 - Merchandising Standards and Channelmanagement
 - Global image campaign and the implementation on local levels
 - „cross boarder“ strategies and activities
 - International Key Account Strategies
- 1990 - 1993 **Product Manager, Henkel Hygiene AG, Switzerland**
Product Manager for industrial- and personal hygiene products
 - Overall brand responsibility
 - Procurement planning and Corporate Communication

1987 – 1989

**Manager Sales and Operations Planning, Henkel AG
Germany**

- National Sales Planning
- Target Setting Processing
- Strategic planning and Analysis

1984 - 1986

**Internship
Commercial practice in several international companies**

- Production and Product-Planning
- Procurement
- Marketing and Trade
- Sales and Key Account Management
- Management
- HR

Since 2010

Consulting Committee “Wirtschaftsmagazin”

Member of German Speakers - and National Speakers
Association

Jury Member: Innovation for Motivation, Tourism Pool

Key Note Speaker for “BestPerformance” at national and
international conferences

Author of several publications in business press

Further Education

- 2010 - 2016
- Motivbased HR Diagnostics**, MSA-Profil®, Freiburg
 - Systemic Structural Constellations** course, Vienna and Munich- Wolfgang Polt/Georg Breiner
 - Licensed Partner **Pro4s Memo – Business Game**, Pro4s Gossau
 - Master in Behavioral Training**, DISG License, Karlsruhe
 - Master and Instructor in Perception and Impact Consulting** and Training S.C.I.L. Strategy, Berlin
 - Master for 9levels Value System**, 9 levels Institut, Ravensburg
- 2005 - 2008
- Managementtrainer/Trainer for Behavioural Competence** University of Applied Science
 - Federal Certificate of higher adult education and training**, SVEB
- 2004
- Communication- and Coaching Competence**, Center of Interdisciplinary Systemic Therapy, Aarau.
- 1998 - 2004
- Education and Training in:**
 Businessstrategy,
 Brandstrategy and -management,
 Organizational Development in Business-to-Business,
 Business-to-Consumer Organisations und NGOs
 Management and Leadership Training ,
 Key Account Value Added Training
 - RJR Leadership-Training-Academy Geneva and Management Center Europe, Brüssel und Lissboa*

Lucerne, 15.11.2016