

SYNOPSIS

I am a Senior Business Development Executive with 20 years B2B experience in sectors such as Premium, Fashion and Lifestyle, Logistics and Supply Chain Management as well as IT.

- Lived and worked in various countries such as Germany (25y), China (15y), New Zealand (4.5y), Canada and Italy
- Strong knowledge of Asia, particularly the China market, business culture and language
- Multi-national and visionary leadership roles in highly competitive commercial environs (APAC, EU, NA)
- Extensive record in successfully driving multi-million dollar revenue growth
- Creative generalist and natural collaborator with unique partnerships and an extensive global network
- Master in Fashion Business (Focus: Luxury, Retail, China)
- Personality Profile: DISC (Governor), MBTI (ESFJ / Consul)

PROFESSIONAL EXPERIENCE

2013 - present

CHINA &
NEW ZEALAND**Atelier DJ (Shanghai) Ltd & Atelier INDJ Ltd****Partner & Commercial Director**

Atelier I-N-D-J is an award winning multi-location based design studio whose output spans architectural, spatial, product, and furniture design at a range of scales.

Selected Awards include:

A.D. Top 100 Most Influential Architects and Designers 2017, New Zealand Best Awards GOLD 2016, China Successful Design Award Shanghai 2016, China Successful Design Award Beijing 2016, IDEAT Future Award 2016, China Successful Design Award 2015, Royal Institute of British Architects Shanghai Windows 2015, RIBA Presidents Silver Medal 2009, Conrad Foundation Award 2009

Selected Clients include:

Greenland Group, Swire Group, BMW / Mini, L'Oreal, Mercedes Benz, SNOW51, Disney, Urban Harvest, IDEAT Magazine, Shanghai Fashion Weekend, Van Cleefs & Arpels, Shenzhen Metro, Daikin, Dupont, K11



2010 - present

Various countries

SDJ Consultancy**Business Development & Market Strategy Consultant - own advisory business**Selected Clients include:

Lewis Road Creamery (CN Rep), The Icehouse (NZ Business Coach), The University of Auckland (CN Marketing Strategy), API (USA Market Entry Analysis), CITTA Design (CN Market Entry), Kiwigarden (CN Market Entry Advisory), Katabolt (NZ/UK Market Development), Blunt Umbrellas (NZ/CN Business Planning), Ashley & Co (UK Market Entry), Swarovski (HK & AU Market Analysis and Development), NBC TV & DB Schenker (CA Olympics Event Management), Estee Lauder (CN Retail Analysis), REV (CN Training & Coaching), Holie B Bikinis (CN & IT Market Management)

SDJ Consultancy

2012 - 2013

CHINA &
HONG KONG**SWAROVSKI Professional Ltd.****General Manager, Strategy Implementation & Sales Development (Asia North /ASN)**

- Managed ~200 multinational employees / multiple locations
- Regional Senior Executive, reporting to Senior Vice President Asia North

Key Achievements

- ✓ B2B Go-To-Market Strategy development and key strategic initiatives implementation across the Asia North regional organisation representing 250% business growth in each of the first two consecutive years leading up to EUR~11mn revenue
- ✓ Set global business standards by governing global marketing strategy programs and various pilot initiatives; championed new operational set-up
- ✓ Designed communication programs to mentor strategic change efforts
- ✓ 11/2012: Speaker and Brand Representation at the China Luxury Industry Association

SWAROVSKI

2006 - 2010

CHINA

DB SCHENKER Ltd.**Global Account Manager Bosch (2009 - 2010)**

- Business revenue: EUR 50m / NZD 82m
- Managed ~30 multinational employees in the APAC team / multiple locations

Key & Corporate Account Manager Bosch (2006 - 2009)

- Business revenue: EUR 20m / NZD 33m
- Managed ~15 Chinese employees in the Greater China Team / multiple locations
- Executed sales strategies, streamlined KPIs and operational excellence



CHINA

Key Achievements

- √ Developed Global Account Bosch (Automotive, Consumer Goods, Security Systems, Energy,...) to the Top 3 Accounts of DB Schenker worldwide
- √ Negotiated and agreed global central frame contracts, Senior Management Interface
- √ Managed continuous business growth (+130% for each of four consecutive years)
- √ Youngest Global Account Manager in the organisation
- √ Significantly improved OnTimeInFull performance (97%) of customers' supply chain
- √ Excellence Award: Maintained a strong customer relationship whilst successfully settled a liability case (EUR 1m / NZD 1.6m) and past due-receivables (EUR 4m / NZD 6.4m)

2002 – 2006

FUJITSU SIEMENS Computers GmbH

GERMANY

Product Marketing Manager, Enterprise

- International Partner Cross Marketing and Value Proposition Programmes
- Management of fairs, trainings, press launches, road shows
- Event Concept Ownership and Management: Budget, Contracts, Deadlines, Hardware, Schedule, Booth, Staff, Collateral and Content, Locations, Logistics

Key Achievements

- √ Project- and Event Management of national and international fairs (e.g. CeBIT), partner-events and road-shows for the complete Enterprise product and service portfolio
- √ Creation of product marketing content for internal and external stake-holders

EDUCATION

2011

CHINA & ITALY

POLIMODA / IFA

Master (MBA) in Fashion Business (Focus: Luxury, Retail, China)



Multi-disciplinary executive program covering business topics e.g. Strategic Marketing, Textiles, Consumer Psychology, Marketing Communications, Product and Visual Merchandising, Retail Management and Distribution, Trade Marketing, international Trade, Luxury, Fashion Product Design, Trend Research, Contemporary Fashion, Event Management

2002

GERMANY

SIEMENS AG

Sales Specialist (Concurrent Study - Bachelor equivalent)



2002

GERMANY

GERMAN CHAMBER OF COMMERCE

Business Administration (Concurrent Study - Bachelor equivalent)

**TESTIMONIALS**

'I got to know Sabrina as a dedicated and result oriented professional that always delivers as promised. I was particularly impressed with her ability to achieve results through various teams not reporting to her - through her collaborative spirit, integrity and positive attitude she could gain support even beyond her region. She is a natural leader, knowing her targets, priorities & people.'

SWAROVSKI

Ms. I. Ulbing
Vice President

'Sabrina is (...) super sharp, clear vision, demands excellence, people-oriented and fantastic as a collaborator. (...) Not afraid of ambiguous challenges, managing across market/culture/timezone, rolling up her sleeves to 'get it done' or pivoting around unexpected obstacles - all while being steady, positive and a tireless facilitator of transformative thinking within the organization. (...)'

CONTINUUM

Mr. C. Hosmer
MD China

CORE COMPETENCIES & PERSONAL ATTRIBUTES

Creative Generalist	Integration of expertise from diverse fields Objectivity Fast-Learner Pragmatism
Leadership	Self-motivator Energetic Honest Delivery through enthusiasm Accountable Visionary
Communication	Influential Excellent presenter Pro-activity Multi-lingual Authenticity
Collaboration	Integrity Teamwork Fairness Support of Diversity Respect Networker
Organisation	Multi-Tasking Effectivity Reliability Analytical Dead-Line smart Focused Quality

OTHER

Qualifications:	Neuro Linguistic Programming (NLP), Project Management, Adobe InDesign, Intl. Sales & Consultancy, Presentation Excellence, Event Management, Cambridge English, Logistics Excellence, Leadership
Languages:	Fluent in German (native) and English, Intermediate spoken and written Mandarin (mid HSK 4), Proficiency Exam in Latin
Leisure:	Family, Travel, Cooking, Fishing, Dancing (qualified instructor), Charity (Plunket, Chengdu Earthquake Relief Management, Shanghai Healing Home)

SYNOPSIS



Sabrina is an international senior business development executive with over 20 years experience in sectors such as Premium, Fashion and Lifestyle, Logistics and Supply Chain Management as well as IT. Her core management skills evolved in Business Strategy, Implementation and General Management with a strong focus on Sales and Marketing within Corporate as well as Entrepreneurial environs.

Sabrina is driven by passion to connect with people – and to connect those with the people they need in order to enable a mutual, effective and efficient path moving forward. She is a creative generalist and dynamic facilitator, which allow her to visualize complex scenarios and strategies with clarity of thought and communicate them with ease. Sabrina’s fast-paced adaptability and efficiency have been recognised at Senior Management level at companies such as Swarovski, DB Schenker, and Fujitsu Siemens, proven by an extensive record of successfully driving multi-million-dollar revenue growth in the APAC region.

Sabrina has lived in and worked with the China market ~15 years, also having lived and worked in Germany (being German) as well as New Zealand, Canada and Italy.

Currently, Sabrina’s work in China is twofold – strategically and financially directing architecture and design studio Atelier I-N-D-J (Co-Founder), and managing and executing consultancy services and projects with SDJ Consultancy (Founder), both of which play to her strong interpersonal, analytic skills and her expertise in the fields of fashion and luxury in the China market. Within her capacity at SDJ Consultancy, Sabrina focuses to support New Zealand Companies by coaching and advising in the areas of China Market Entry Strategy and Execution, Marketing and Business Development, Business Operations and Brand Management as well as Cross-Cultural business skills.

In looking forward, Sabrina plans to continue to maximize on her extensive international network and knowledge to support people and companies with the connections and solutions they seek.

SDJ Consultancy



EDUCATION

Born in Germany, and educated in Germany, China and Italy, Sabrina is fluent in German, English and intermediate spoken and written Mandarin (HSK4); she is professionally accredited by the International Fashion Academy Paris (China) and Polimoda Florence (Italy), graduated with Master’s Degree in Fashion Business. She also studied Business Administration at the German Chamber of Commerce and Sales Expertise with the Siemens AG in Germany.

CREDENTIALS

Selected Clients include:



Selected Awards include:

A.D. Top 100 Most Influential Architects and Designers 2017, New Zealand Best Awards GOLD 2016, China Successful Design Award 2016 (2015 + 2014), IDEAT Future Award 2016, Royal Institute of British Architects Shanghai Windows 2015, Chengdu Creativity & Design Award 2014, RIBA Presidents Silver Medal 2009, Conrad Foundation Award 2009