

# Profile

## Klaus Schmitt

Professional Trainer, Executive Coach & Facilitator



With 30 years of China experience and having lived in Shanghai for 14 years, Klaus is working as a professional trainer and coach.

Prior to that, Klaus has worked in the field of Sales & Marketing and Training. He was the Marketing Manager for German Chamber of Commerce and a Director for China Education & Training Center. Having worked mostly in Sino-German collaborations and in the role of an adjunct Professor at the ESSCA school of management for cross-cultural management and negotiations, his career highlights his knowledge of enhancing a more efficient understanding and communication between Chinese and Westerners as well as providing approaches for problem solving and more valuable cooperations.

Klaus holds a degree in Industrial Business Management. He is an Professional Certified Coach (PCC) with International Coaches Federation (ICF) and a Certified Executive Coach from IECL. Klaus speaks Mandarin, German, English and French fluently.

### Areas of Expertise:

- **Training for Cross Cultural Communication** in group and individual trainings targeted for Westerners and Chinese clients. Tools for Cultural Awareness, Efficient Communication and Negotiation Skills
- **Coaching and Training for Communication and Leadership Development, Team Skills**, Concepts and Approaches for Communication, Presentation & Facilitation skills and Public speaking
- **Team Building** for corporate team activities
- **Marketing and PR Manager** in the Chinese-German cooperation, promotion events and press conferences
- **Tourism Marketing**: Establishing PR to support marketing and sales, managing business trade fairs and tourism workshops, executing website strategies and online campaigns
- **Conception and Performance** of educational training programs and seminars
- **Language Trainer** for both German and Chinese

### Clients List:

Apple, AB Inbev, ARM, Bahlsen, Clariant, Commerzbank, Bayer, BASF, BMW, Bosch, Daimler, GAP, Henkel, Bennecke, BSH, Grainger, Expo Shanghai 2010, China Eastern Airlines, Siemens, Schaeffler, Continental, German Chamber of Commerce, Duerr Paintshop, Benecke Changshun, Kering, Albany International, MMI, Novem, SAP, SAS Automotive Systems, Brose, Leoni Cable, Hamburg Tourist Board, Kichler Lighting, d-Space, Wind River, Suzhou Industrial Park, German Goethe Institute Shanghai, ElringKlinger, Jiaotong University Shanghai, Fudan University Shanghai, Otto Fuchs, Ningbo Huaxiang, Trumpf China, Johnson&Johnson, Hult Business School, Zespri, 3M, Wuerth Electronics

### Contact:

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### Industries List:

Coaching, Trainings, Education, Tourism, Marketing & PR, Procurement, Sales, Exhibition, Events

### Professional/Corporate Experience:

Executive Coach, Jiaotong University Shanghai  
Freelance Trainer and Coach  
Marketing Manager, German Chamber of Commerce  
Director, China Education & Training Center, Hamburg  
Project and PR Manager, Caissa Group Hamburg  
Sales Manager, Stella Hamburg

### Education:

- Degree in **Industrial Business Management**, Schweinfurt (Germany)
- **Magister Artium** (M.A.), University of Hamburg (Germany) and Zhejiang (China)
- Certificate on **International Marketing**, b-wise Karlsruhe (Germany)
- **Trainer for Intercultural Communication**, Sinalingua Shanghai
- **Licensed Practitioner of NLP** (The Society of NLP)
- IECL **Certified Executive Coach**
- Certificate on **MPA** (Master Person Analysis) , Master-HR
- Certificate on **IFID** (Inventory for Intercultural Development)
- **PCC** (Professional Certified Coach) by ICF
- Certified in **D.I.S.C.**
- Certified in **COF** (Cultural Orientation Framework)

### Language:

Fluent in Mandarin, English, French and German  
Medium level in Italian and Swedish