



Consultant Profile

Brigitte Neumann



Education

- 1990 - 1996 Master of Business Administration:
Language, History and Culture of Southeast
Asia at University Passau
Scholarships for studies at University Leiden,
Netherlands and STSI Surakarta, Indonesia

Professional Career

- 1998 - 2000 **KOKON**: Deputy Store Manager
2000 - 2002 **12snap GmbH**: Customer Care Manager,
Operations Manager
2002 - 2005 **Nexolab GmbH**, a BMW Group company:
Senior Consultant, Competence Center CRM,
Change Management Practice,
2006 - 2009 **German Chamber of Commerce Beijing**:
Department Head Marketing, IT, Training
2010 - now **Brigitte Neumann Consulting**, Management
Consultant

Selection of Projects

- Management of call center, 3rd level support, definition of business processes for CRM software
- Process analysis and process optimization at German car dealerships
- Roll-out management of CRM projects
- Analysis on requirements for change in preparation of SAP roll-out in R&D department, communication management, event and workshop management
- Sales funnel management
- Re-engineering of organizational structure of operations in China, Change management
- Recruiting of more of 100 candidates for German and international companies
- Quality management of SCM projects
- Team-building activities for international teams, development of high-performing teams, intercultural training courses, intercultural training courses, speeches and key notes

Publications

- Sie sind Chef in China – was nun? Ein Leitfaden für den Managementalltag in China (2012)
- Workshop-Techniken in China oder die Welt ist eine Brezel (2018)