





PERSONAL INFORMATION

Hajo Winkler



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Sex Male | Date of birth 27.09.1955 | Nationality German

WORK EXPERIENCE

Since 1990

Senior management advisor, change director, entrepreneurs and social entrepreneur; since 1996 owner of Transfer Business Consulting

Hajo Winkler founded the start-up incubators Enigma and .garage in Hamburg, Berlin, Essen and Dortmund with over 10,000 start-ups German-wide. He is an expert for programme design and projects concerning themes like future, innovation and entrepreneurial behaviour. Hajo Winkler is a certified coach trained by Barbara Sher and offers the coaching programme qplus for start-up consulting with 700 graduates.

He is a founding member and member of the Supervisory Board of Deutsches Mikrofinanz Institut (DMI) as well as a member of the Supervisory Board of the European Microfinance Network (EMN).

Hajo Winkler holds the „Johann-Georg-Büsch Award for trend-setting ideas, concepts and initiatives“ concerning microcredit projects. In the frame of the EU/EIF JASMINE TA in 2012 and 2013 in Germany he worked with the training participants on the following themes::

- Strategic communication
- Sales approach
- Pitch training
- Product design
- Project design

Extract from programme designs and projects for enterprises:

tesa SE

- Responsible for change and stakeholder management concerning the newly built headquarters and moving of 1,000 staff members 2013-2016

OTTO Group

- Top Executive Development Programme "One Flight Up" International Entrepreneurship Programme
- International Top Executives of Otto Group on personal initiative and entrepreneurial thinking within 2 days in teams spanning from idea development to business plan presentation in front of Executive Management

Leadership Academy of German Federal Armed Forces and Ministry of Foreign Affairs

- Design and implementation of Good Leadership Practice. 6 months Blended Learning Training in the frame of the forum for good governance/INQUA

Deutsche Bahn Services

- Design and implementation: 3 days Top 100 Leadership Training (level 2) plus 7 regional events with 500 business unit managers (level 3)

Beiersdorf AG

- Project design "Skintone" for Nivea and international CR

Deutsche Telekom AG

- Phase-In of internal counselling ,Group Transformational Change'
- Task: Recently employed expert team provides Management Board in new locations in 4 weeks' time with five global HR Initiatives
- Outcome: project presentation and global kick off script on time for the event in front of 2,000 senior managers

Deutsche Bahn

- Programme design for 1,000 senior managers
- Themes: Transformation and leadership. Creating contributions by 1,000 participants from level 3 about special workshop formats re. DB2020 strategy (innovation, dialogue, leadership)

Deutsche Telekom

- Pitch training for internal sales of innovative HR offers
- Task: Communication of innovative HR offers
- Vis-à-vis Board, workers' council, regional HR and internal clients
- Outcome: jointly held presentation, branding and wording, short presentation, script, product and target group definition

Kühne Logistics University

- Change Marketing Design of moving to new headquarters in Hafencity Hamburg
- Task: Accompanying and story development for move of university with the aim of increasing acceptance of stakeholders and marketing of the new university internationally
- Outcome: Script and film documentation for opening

Deutsche Bank

- ,Development programme Business people inside the business' for mobile sales

TUI

- "Modul 57" script and pitch training of business area manager for internal communication and sales of change project outcomes

Hapag Lloyd

- Level 3 and level 2 Leadership coaching

EDUCATION AND TRAINING

Graduate agri engineer

Universität Kiel, Germany

Business economist

Fachhochschule Kiel, Germany

TRAINING LANGUAGES

German (mother tongue) and English (C1)