



# CURRICULUM VITAE

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## MAG. RER. SOC. OEC. WALTRAUD FERZ-STEINBAUER

Consultant, Trainer, Coach

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## FOCUS

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- Consulting, organizational development, change management
- International leadership development programs
- Skills training for leadership focused on cooperation, successful negotiations, conflict resolution
- Coaching to enhance personal potentials

## VITA

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Waltraud Ferz-Steinbauer studied Business Administration at University of Economics, Vienna and K.-F. University, Graz. Due to her management functions in an international retail company, she gained specific knowledge and professional experience in the field of HR and Marketing/PR. Her responsibilities in the HR Management included recruiting and personal development, apprenticeship training, development of a trainee program, labour law, HR-specific IT-systems. As a PR & marketing manager, she was responsible for implementation of the communication strategy, the budget, media planning, campaign planning and campaign management, event management and public relations. Since she had managed strategical projects in Austria, Germany, Slovenia, Czech Republic and Slovakia she is familiar with crises-handling and farsighted in dealing with social systems. Extensive continuing education in the personal- and organisational development made her practical experiences worth-containing from.



## PROFESSIONAL EXPERIENCE

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- Trainer, Consultant at Coverdale Austria
- Trainer WIFI Süd
- Marketing Manager, Leder & Schuh AG
- HR Manager, Leder & Schuh AG

## EDUCATION AND TRAINING

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- Train the trainer, Coverdale
- Systemic coach
- Social counselling
- Management training, Gustav Käser
- Master of Business Administration, University of Economics in Vienna and University of Graz

## WORKING LANGUAGES

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- German
- English

## WALTRAUD FERZ-STEINBAUER SAYS

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"Henry Ford´s statement describes my professional approach, "If you always do what you´ve always done, you´ll always get what you´ve always got." Organizations have to face ongoing changes. In my opinion, the best possibility to deal with these challenges is to take them as chances for the development of undiscovered potential.

In my spare time, I enjoy my family and friends, travelling, literature and nature."