



# ULRIKE HEISE

## Profile

*I have over 20 years of experience in corporate, business and product development in the B2B sector, particularly in the pharmaceutical and medical industries. I have also been active in adult education for two decades, specialising in personnel and corporate management as well as sales. I regularly share my knowledge as the author of specialist articles and a specialist book. International experience and my many years of collaboration with partners such as Bayer, Jenapharm and Landshut University of Applied Sciences underpin my cross-industry expertise in event management and the development of training and seminar programmes.*

Date of birth 25.04.1977  
Place of birth Munich  
Living Place D-82541 Münsing

Nationality German  
Status Married, 1 Child

Degrees Bachelor of Arts von Honours (Univ.)  
Diplom-Kauffrau (FH)

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Languages **Englisch:** Fluent in written and spoken English, business fluent in business language  
**Spanisch:** Good written and spoken-  
**Französisch:** School knowledge and member of APU French Society, 1998-1999

Internationale experience **Chile:** 4-month internship in Santiago de Chile, 2002-2003  
**England:** 2-year study programme in Cambridge, 1998-1999 and 2001-2002  
**Japan:** 3-month internship in Tokyo, 2001  
Switzerland: 2 years at Lyceum Alpinum in Zuoz, 1996-1998

EDV Very good knowledge of all MS application programmes (incl. Access, Publisher), JIRA, ChatGTP, Stripe, social media channels, SEO

## My most wanted skills are

- ❖ Concept development
- ❖ Adult education
- ❖ Corporate and personnel management
- ❖ ADM and sales management
- ❖ Training in the healthcare sector
- ❖ Business development
- ❖ Team development
- ❖ Event management
- ❖ Networking
- ❖ Experience incubation centres & start-ups, SMEs, public institutions
- ❖ Top management consulting

## What I am most proud of:

- ☞ During my parental leave, I showed the courage to realise an innovative business idea without investors, but with the support of the European Space Agency. The project, which strengthens start-ups, SMEs and the European economy, was successfully realised.
- ☞ My book helps entrepreneurs and managers to increase sales through employee motivation.
- ☞ As a speaker, I achieve a lot by showing my participants how small tricks can bring about big changes.
- ☞ My ability to constantly develop new business ideas and training/innovation concepts seems inexhaustible.
- ☞ I am proud of my long-standing, trust-based B2B network, which I can rely on at all times

## Professional experiences

Since 08/2017 **SPACE800X for Business Solutions GmbH, Münsing, Germany**

*smarktb2b.com is a specialised platform for the B2B sector that helps companies to market their products and services effectively, but also to sell them directly and make new business contacts. The platform offers customised solutions for sales, marketing and networking in the digital space. I am the founder and Managing Director of Space800x for Business Solutions GmbH, which is behind smarktb2b.com.*

**Brief job description:** Responsibility for classic managing director activities: Management of sales and acquisition of business customers (decision makers from various industries), business development, "Product Owner" and "Product Manager" for the software solutions SMARKTb2b.com and the SMARKT WhiteLabel version. Responsible for the acquisition and management of employees, such as developers, sales and accounting. Development of own concepts and business solutions as well as realisation of customer projects. Support of key accounts, acquisition of new customers and employee coaching, acquisition of funding and participation in tenders ((authorised to submit applications)). Close cooperation with public institutions, e. g. Landshut University of Applied Sciences/Fraunhofer Institute, incubation centres, SMEs and start-ups.

Since

08/2013/2017

**Self-employed as a speaker, author and consultant**

*Writing and publishing specialist articles on various topics since 2013. Since 2017, consulting services have included on-site analyses of medical practices, practice marketing, personnel management, personnel marketing, personnel recruitment, employee motivation, employee surveys and workflow optimisation. In addition, we advise companies in the areas of corporate and personnel management as well as marketing and sales.*

*Training courses are organised on the basis of specially developed concepts and seminar documents:*

- ❑ **Jenapharm GmbH & Co. KG:** Business management training for doctors ("Ökonomed"), 2-3 seasons of 25 doctors per year, marketing and personnel at Landshut University of Applied Sciences (2004-2022).
- ❑ **Bayer AG:** Training of pharmaceutical representatives ("practice experts"), 2-3 seasons of 25 participants per year, marketing and sales at Landshut University of Applied Sciences (2004-2022).
- ❑ **Technical Academy Esslingen:** Seminar "Human Factor" (2020-2022).
- ❑ **Doemens Academy:** Speaker for "Employee motivation made easy" and "Marketing for breweries" since 2022.
- ❑ **Landshut University of Applied Sciences:** Cooperation on training programmes (2003-2024).

## Publications

- 09/2022 U. Heise, online article, "The digital crime has long since begun...", 8 pages.
- 01/2020 U. Heise, German Aerospace Society, online article, "A change in thinking about technology & business", 7 pages
- 03/2017 U. Heise, Beck Verlag, book publication, 03/2017: FAKTOR MENSCH, Das Querdenkerbuch zur Optimierung der "Personalführung", 165 pages
- 06/2015 U. Heise, P. Preißler, NWB Magazin, NWB Betriebswirtschaftliche Beratung, 06/2015, "Praktikable Kennzahlensysteme für Ihre Mandanten" (pp. 1-10)  
<https://datenbank.nwb.de/Dokument/539128/?wherefrom=Magazine>
- 05/2015 U. Heise, P. Preißler, NWB Magazin, NWB Betriebswirtschaftliche Beratung, 05/2015, "Mit ausgewählten Kennzahlen Unternehmen steuern" (pp. 1-18)  
<https://datenbank.nwb.de/Dokument/537043/>
- 08/2013 U. Heise, P. Preißler, NWB Magazin, NWB Betriebswirtschaftliche Beratung, 08/2013, NWB Betriebswirtschaftliche Beratung, Editorial: "Sales analysis as a basis for cost reduction" (p. 2-7)  
<https://datenbank.nwb.de/Dokument/474020/>
- 06/2013 U. Heise, P. Preißler, NWB Magazin, NWB Betriebswirtschaftliche Beratung, 06/2013, editorial: "Systematische Kostensenkung im Unternehmen einführen" (p. 2-7)  
<https://datenbank.nwb.de/Dokument/469486/>

## Professional experience via permanent position (2004-2019)

04/2004-07/2019 DGC Deutsche Gesellschaft für angewandtes Controlling mbH, Munich, Germany  
Position: Partner in salaried relationship  
Job title: Consultant & Sen. Consultant with project responsibility  
Consultancy and seminar focus: Sales, marketing, personnel and start-ups  
Brief job description: Classic strategic management consulting, introduction of sales controlling and ADM remuneration models, sales analyses and sales consulting, personnel consulting activities, support for managers and executives in the development of solutions and active implementation in day-to-day business, support for company start-ups (new start & subsidiary), independent development and implementation of practice-oriented lectures/training courses, conception of further education/training programmes, development and implementation of B2B event concepts, organisation of workshops and seminars.  
Consultancy and seminar clients: all industries.  
Other additional market specialisation: healthcare, pharmaceutical industry, start-ups  
Internal responsibility: Management of sales, marketing, seminars/events, recruitment and hiring, concept development, creation of training material and training concepts.

## Work experience via internships (1998-2003)

- 08/2003-01/2004      **Allianz Versicherungs-Aktiengesellschaft, Munich, Germany**  
**Areas of application/departments:** Marketing National Sales Promotion 1 (Marketing Coordination, Dresdner Bank, Internal Printed Material)  
**Responsibilities:** Collaboration in the coordination, management and implementation of sales promotion measures for the integration of Dresdner Bank products in Allianz agencies (field service)  
**Areas of application/departments:** Marketing Germany Sales Marketing/ target group management (target/ customer approach)  
**Responsibilities:** Collaboration in the strategic planning and realisation of the Allianz Youth Campaign 2004
- 04/2003-07/2003      **Serviceplan Werbeagentur Zweite Unit GmbH, Munich, Germany**  
**Area of application:** Customer service  
**Responsibilities:** Supporting financial services clients such as Stadtparkasse München, Franklin Templeton Investment Services in the following areas: designing marketing strategies, creating target group and competition analyses, implementing and managing campaigns and marketing measures, developing and evaluating market research data.
- 10/2002-02/2003      **BASF Badische Anilin und Soda-Fabrik Chile S.A., St. de Chile, Chile**  
**Areas of application:** Strategic Planning and Corporate Marketing Department  
**Areas of responsibility:** Support of the strategic planning process, design and creation of an internal creation of an internal communication plan, development of the promotion tool CD
- 05/2001-08/2001      **BLb Bayerische Landesbank, Tokyo Branch, Japan**  
**Area of application:** Corporate Banking  
**Responsibilities:** Analysing the Japanese oil industry, designing and presenting the layout of the intranet pages for NL Tokyo, preparing credit analyses
- 10/2000-04/2001      **BMW Bayerische Motoren Werke Aktiengesellschaft, Munich, Germany**  
**Area of application:** Marketing Communication Branches  
**Responsibilities:** Collaboration on the branch newspaper "BMW emotion" issue 01/2001, collaboration on the Internet project "Used car of the week", organisation of the trade marketing speakers' conference, collaboration on the launch preparations for the market launch of the BMW 3 Series compact (2001)
- 07/2000-09/2000 & 05/1998-08/1998      **DGC Deutsche Gesellschaft für angewandtes Controlling mbH, Munich, Germany**  
**Responsibilities:** English correspondence with business partners, assistance in the preparation of reports and company analyses in the areas of controlling, cost accounting and marketing

## Further education and school

- 1998-2002      Double degree programme:  
European Business Administration (EBA)  
Training centres visited:  
1. Ashcroft Business School (Anglia Polytechnic University), Cambridge, England  
2. Berlin School of Economics, Berlin, Germany  
Completed degrees with honours:  
1st Bachelor of Arts with Honours (Univ.), European Business (Grade: 2.1)  
*Explanation: This is a classic English, consecutive "Commonwealth university degree" which was given a special status in the course of the Bologna Process and is therefore not to be equated with a simple BA degree, which can be obtained at German universities after completing the regular 6th semester of study.*  
*is awarded. The "with honours" does not stand for "with the honour" (although the degree with honours), but for the prominent position of a university degree programme of a regular eight semesters. The traditional degrees awarded in Europe*  
*Licentiate, diploma and master's degrees are recognised in most Commonwealth countries as equivalent to the academic degree Bachelor with Honours.*  
2nd Diplom-Kauffrau (FH) (grade: 2.0)  
Study focus: Business Marketing, Buyer Behaviour, Promotion Management, Global Marketing Strategy, Strategic Management, Market Research, European Union-Industrial Policy, Legal Issue in International Management, Spanish (Grade: 1,4)  
Diploma thesis (English): "The Japanese Petroleum Industry -Illustrated by Example of Nippon Mitsubishi Oil Corporation" (Grade: 1.0)
- 1996-1998      School-leaving certificate:  
Lyceum Alpinum Zuoz, Switzerland  
Branch of education: Modern languages