

Curriculum Vitae

Heidy Loeff-Krausch
60388 Frankfurt am Main

Date of Birth 03.04.1959
Place of Birth: Nijmegen, Netherlands
Citizenship Germany



History

2008-today:

(www.frankfurt-school.de) Project Manager Frankfurt School of Finance & Management.
Responsibility: development executive and human factors training, project management, marketing and sales in Southern Germany, Austria, Switzerland, Luxembourg.
Lecturer Cross Cultural Management, international Business Management: (Program: Sales Master of International Business (M.A.))

2003- today:

(www.protrain.org) CEO of ProTrain GmbH, Training Professionals, founded 2003 in cooperation with Lufthansa Flight Training GmbH.
ProTrain is delivering the expertise and practical know-how of aviation into other industries.

2000-2003:

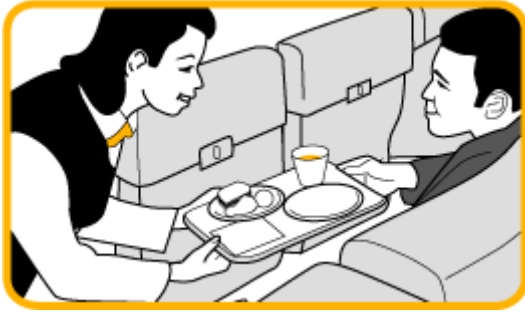
(www.lft.de) Lufthansa Flight Training GmbH, Key Account Manager Non Aviation
Responsibility: Product management, Marketing and Sales of Trainings and Events

- Launching training projects in new, non aviation markets to achieve additional results
- New market research: Mainly industries in sea and rail, pharma, medical fields
- Product management: Organisation of diverse trainings and events; from exclusive projects with six - up to immense complete organisations for 22.000 participants
- Key account management: Building long term relationships with customers

1993-1999:

Free Lance Trainer and Consultant Human Resources Development:

Aviation Training at: Deutsche Lufthansa AG, (www.lufthansa.com)
Human Factors, Failure Culture, Cross Cultural Awareness, Customer Satisfaction and Corporate Culture for: Deutsche Lufthansa AG, Deutsche Bahn AG, International School of Business, European Business School, ITB, Novartis, ABBOTT, Terumo, Aventis, Merckle Recordati, Johnson & Johnson, Unilever, BP, Princess Cruises, Fresenius, Helios, Asklepios a.o.



(www.protrain.org)

1986-1991:

Lufthansa Flight Training: Service & Emergency Trainer and Cultural Expert (Cross Cultural Awareness and Corporate Culture)

Qualification Program Cabin Staff; introducing courses: Star Alliance, Cross Cultural Awareness, Cultural Communication, (Asia, Africa, GUS) Personal Quality Management, Leadership and Personal Image for Purser/ Pilots.

June 1986- October 1991:

Internal Qualification Cabin Trainer:

Instructing cabin staff-, orientation- , qualification- and refresher classes. Defining and creating new training curriculums. Course organisation, preparations, lectures and presentations. Highly experienced in development of cabin service manuals, training programs and learners' manuals, including train the trainer programs. Responsibility: Implementation of B 747-400 and First Class Training

February 1980- October 1991:

Employment Flight Attendant:

Deutsche Lufthansa AG

Flying License, DC 10 and B 737, later B 747, Airbus 300, 320, 340

June 1984- July 1987: Certification First Flight Attendant

1978-1980:

Ladies Fashion: Claudia Sträter

Education:

1980-1986

University Heerlen, Netherlands.

Cultural Sciences: Anthropology, Philosophy and Religions

1965-1978:

Marketing Retail Trade College, Nijmegen Netherlands

Other Professional Qualifications:

1993-1997:

Certification: Image and Corporate Culture

Competencies:

Dutch: Mother tongue

German Ability: Fluent

English Ability: Lufthansa Cabin Recruitment: Certification English 86 %

Spanish Ability: 1983 Courses University Salamanca and 1986 in Malaga, Spain

Computer Skills

MS Office, Word, Excel and PowerPoint