



Name	Kerstin Spurk MBA Global Leadership & Intercultural Management
Nationality	German
Profession	Marketing and Communication Conception, Support and Development Over 10 years in Business experience on client and agency sites, lately in leading position in marketing and communication
Languages	german, english, spanish

Her Motto: **“to improve and support talents and to balance out weaknesses”**

Background

Kerstin Spurk has a classic education and has a certificate in advertising and marketing, in addition to her study in intercultural communication and management. On agency site, she worked as a Consultant for national and international active clients of diverse branches. As Department Manager she was responsible for the corporate identity of the organization, diverse marketing product lines and the brand of several subsidiaries. Her core team, consisted in seven employees which she improved and supported to higher performance and team effectiveness. Kerstin has broad experiences and expertise in online and offline marketing activities and she is specialized on strategy development, creative conception and implementation of tailor-made solutions for her customers. In 2008 she grounded intercultural.competence, an intercultural consulting Firm with focus on marketing and communication. Her company supports growth-oriented, national and global organizations.

Personality

Kerstin Spurk grew up, socialized and culturalized in a mid-size entrepreneurial family from different nationalities. She is bred to customer oriented thinking and acting with respect to cultural and individual diversity. Kerstin is always anxious finding a reflective, respectful and goal- or solutions-oriented path in communication processes in order to ensure long term relationships and to obtain acceptable commitments. Her emphatic and innovative personality combined with analytical and anticipating skills and a frank mind-set enables her to create innovative solutions for clients and partners.

Professor at

IES ABROAD in Freiburg: Leadership across cultures

Associate

VDU – Verband deutscher Unternehmerinnen

IK - Interkulturellen Portal

Freundeskreis der Wirtschaftsjuvenen Freiburg