

The ITB Team



Simone Schiffner-Backhaus
Senior Manager

Training and education

- **Management & Consulting** (M.A.)
- **Business Administration Focus PR**
Additional training

Main focus

- **Strategic coaching** | Supporting senior managers in challenging situations
- **Consulting** | analyses and concepts for team development, change management and content positioning
- **Workshops & trainings** | Conceptual design and support
- **Management diagnostics** | Design and implementation of development and selection processes, nationally and internationally
- **Communication** | Consultancy for managers and departments in change processes

Selected reference projects

- **Major bank** | Multi-day development centres for specialists and managers, national and international; coaching sessions based on 180-degree feedback
- **IT companies** | leadership training for managers, executive coaching
- **NGO** | Needs analysis, conception of training for managers, accompanying coaching in an international organisation with high diversity
- **Industrial company in the construction sector** | Development of change communication for HR department
- **Industrial company in the automotive sector** | Conception and realisation of international training courses for managers

Further experience

- **Head of Corporate Networking and Multimedia** at **Metro AG**
- **Managing Director** of the **Bavarian Cancer Society**
- **Editor** of various **ITB publications**