

Florian Höfling

Coach | Consultant | Speaker

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PROFESSIONAL EXPERIENCE

florian höfling coaching & consulting (www.florianhoefling.com)

since 2018

Coach and Consultant

Conception and implementation of coaching/consulting projects for individuals and organizations.

Focus areas: business coaching, change management, leadership development, team development, business development, career development, intercultural management & leadership.

Methodological competence: Interdisciplinary coaching, consulting and personnel development approach combined with extensive industrial experience.

Leadership skills: theoretical & hierarchical, functional, interdisciplinary & international.

Coaching philosophy: Interactive, empathic and goal-oriented.

Leonhard gGmbH (www.leonhard.eu)

since 10.2018

Pro Bono: Mentoring to help former prisoners reintegrate into society as entrepreneurs.

Ashoka gGmbH (www.ashoka.org)

since 2019

Pro Bono: Coaching to support social entrepreneurs with their business and private challenges.

Matterhorn Coaching (www.matterhorncoaching.de)

2017-2019

Coach and Trainer

Conception, organization and implementation of coaching and consulting measures for individuals, organizations and companies.

Sabbatical – Robert Bosch GmbH

2016 - 2017

#sabbaticalist: FB: [florian.hoefling.5](https://www.facebook.com/florian.hoefling.5) | INSTA: [hoeflingflorian](https://www.instagram.com/hoeflingflorian)

Documentation of an alternative and sustainable life & being on the road with a family.

Unipoint Taiwan – A Bosch Group Company (www.unipoint.com.tw)

2013 - 2016

Marketing Director Asia-Pacific

Established and lead a product marketing department for Asia Pacific (incl. AU, NZ & IN) with 13 employees at four locations and one product segment worldwide: Regional T/O AP> EUR 53m, ww T/O > EUR 60m.

Bosch (China) Investment Ltd. Shanghai (www.bosch.com.cn)

2007 – 2013

Senior Manager Business Development & Inhouse Consulting Asia-Pacific

Sales Team-lead China, Sales-coordinator Asia-Pacific for Ford and VW

Head of Marketing Asia-Pacific, Team-lead Product Management China

Developed and lead four functional areas (above chronologically from bottom to top) including project management, negotiation and closing of two JVs in China (2012/13).

Robert Bosch GmbH (www.bosch.de)

2005 – 2007

Management Trainee Program – Technical Sales

LECTURING

- **Munich University of Applied Science, Tourism faculty** since 2018
Guest-Lecturer for “International Marketing” & “Professional Preparation Course”
- **Volkshochschule Oberhaching & Unterhaching** 2018
Lecturer for Social Media Marketing
- **Various Universities** 2011 - 2017
Guest-Lecturer and Speaker
e.al. Universidade Católica Lissabon, University of Louisville, Fu Jen University, ESCP
Topics: e.al. Int. Business & Culture Management, Leadership, Strategy, Marketing, China & Asia.

PROFESSIONAL DEVELOPMENT

- Certified Business Coach and Trainer– Bildungsinstitut für Beruf und Kommunikation (2018)
- Globaldetox Coach – Xantis (2017)
- Post-Merger Integration & Cross Cultural Change Management Program - Carnegie Bosch Institute - Tepper School of Business (2012)
- Event Moderation, Communication - DW Academy (2018), Fleishman Hillard (2009)
- Moderation, Innovation, Train the Trainer, Management Development - Bosch Training Center (2008-12)

UNIVERSITY

- ESCP-EAP European School of Management, Paris, Berlin
European MSc, Diplôme de l'Ecole Supérieure de Commerce de Paris (bac+5), Dipl. Kfm.
- Aston Business School & School of Modern Languages, Birmingham
Bachelor of Science: BSc in International Business and Modern Languages