



Alejandro Palacios-Tovar

Management consultant, intercultural trainer

Born and raised in Cali, Colombia. Living in Germany since 2000.
Stays in USA, Spain and P.R. China.

CONSULTANCY AREAS

- Entry, communication and marketing strategy.
- Fairs, road shows, country meetings, product presentation and positioning.
- Mergers & acquisitions, international investment, country risks.
- Consulting and training on intercultural aspects (project and conflict management, communication, moderation and presentation in intercultural contexts).
- Development of international assignment concepts for expatriates and accomplishment of intercultural negotiations.
- Personal recruitment for international projects; accomplishment of job interviews and mediation with employees both in intercultural environments.
- Country and region focus: Germany, Spain, Portugal and Latin America.

METHODS

- Traveling, direct meetings and negotiations.
- Testimonials and theoretical inputs.
- Case studies and culture assimilators.

DEGREES / QUALIFICATIONS

- Diploma in International Trade, Jorge Tadeo Lozano University, Bogotá D.C., Colombia.
- Course of lectures in Strategic Market Leadership, Javeriana University, Cali, Colombia.
- MBA International Marketing, European School of Business ESB, Reutlingen, Germany.
- China: Language and culture course, Tongji University, Shanghai, P.R. China.
- Participation in several country meetings, seminars, workshops, conferences.
- Participation in intercultural trainings and seminars (focus Germany / Spain and Latin America)

PROFESSIONAL EXPERIENCE

Since July 2009, founder of conttigo consulting & services

Previously:

- CEO of a German subsidiary abroad, responsible for the markets Spain, Portugal and Latin America. Industry: drive technology. Tasks: complete rebuilding of the branch office, development of market strategy (formulation of objectives and procedures), web presence, marketing activities, fairs (Spain, Argentina, Chile), road shows, budget planning and forecasting and continuous monitoring, setting up of new office location and its facilities, staff leadership responsibilities, monthly reporting.
- Sales manager with project experience in sales & marketing in a Colombian company. Market development in the Andean countries.

LANGUAGES

- **Working languages:** German, English, Spanish, Portuguese
- **Further languages:** Chinese

CONTACT

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