



## About me and my projects

Guetersloh, 2021



## What

Counseling and guidance in changes,  
crises and everyday life  
Working as trainer and lecturer

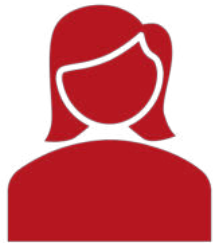
## Where

e.g. energy, financial services, pharma &  
biotech, health, food, universities

## How

competent, committed, fast, individual





13 years  
lecturer and  
PR  
consultant



Eight years  
press  
spokeswoman



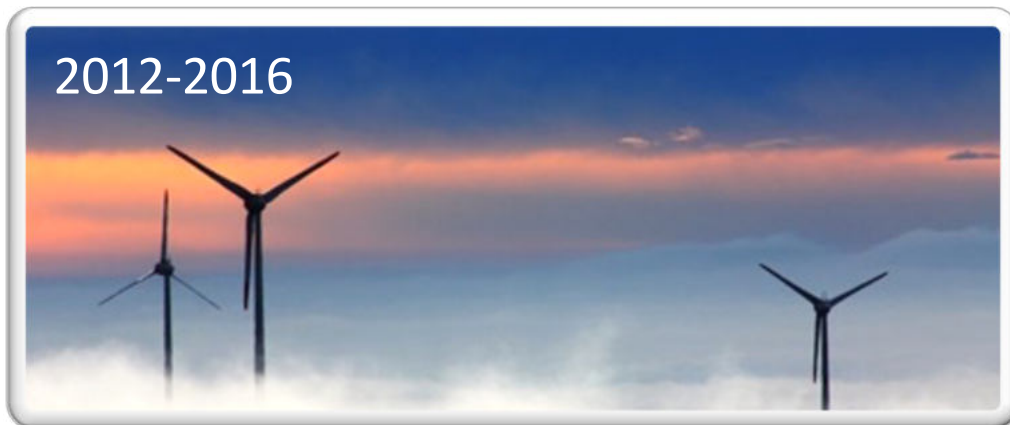
Two years  
project  
development



Two years  
traineeship  
TV



## Accompanying Senvion S.A. through turbulent times



Cooperation with the new owner in India, restructuring processes, name change, short-time work, IPO



Communication concepts, external and internal communication, events, association work, annual reports



Reassignment over four years of alternating officers, including in the role of interim press secretary



## DR.KADE Pharma closes a site



One of two production sites is closed, work is relocated to the other site. How does good communication succeed internally and externally for target groups with completely different perspectives?



Strategy and communication concept external and internal communication



Reassignment, Press spokesperson and interim management with reporting line to CEO/CFO over two years

2000-2005

## Telling the eventful history of DAB bank



I have successfully accompanied the ups and downs of the years as a PR manager under different CEOs.



M&A / change communication after the acquisition and sale of foreign subsidiaries / restructuring / strategy changes / board changes; Explain online brokerage for everyone



Strategy, communication concepts, external and internal communication, association work, annual and quarterly reports

2021



## Biotech: Bringing research to market



Responsibility for PR & IR during IPO; Explain opportunities and risks of investing in WILEX drug candidates; Establish and implement post IPO obligations



Strategy, communication concepts, stock exchange prospectus, press and ad hoc releases, investor conferences and meetings, annual and quarterly reports, internal communication, association work



Successful initial placement at Frankfurt Stock Exchange



# Make annual reports



2012-2016



Concept / realization of annual reports that paint an authentic picture of results, strategy, goals, philosophy and of management and employees



Planning / control of cooperation between external parties and internal levels, development and implementation of content strategy



Ten annual reports bear my signature





## When there's a fire: crisis communication



Communication in acute crises requires a cool head, good preparation and a lot of training. These special situations all have one thing in common: The outcome is unclear, the uncertainty is great.



Crisis manual as central management tool, crisis simulations as training part, operational implementation of all communication measures



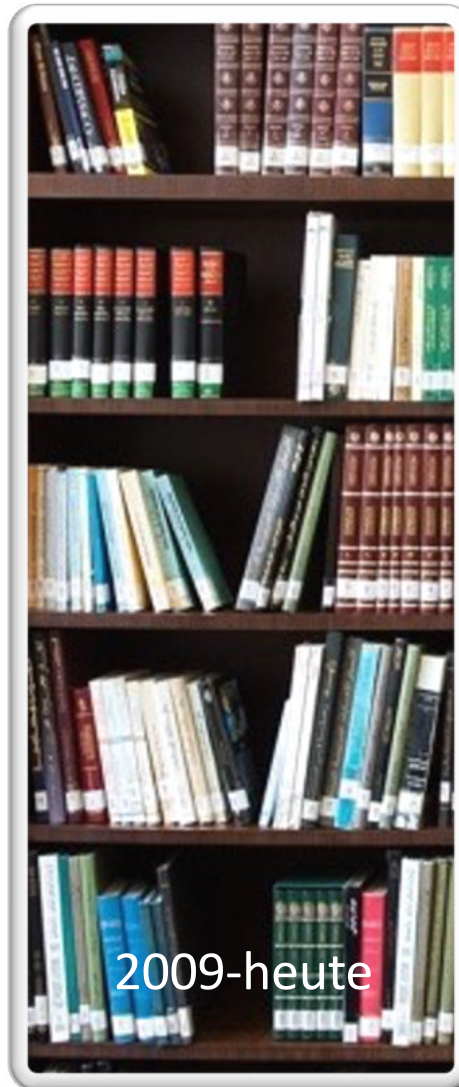
Communication that provides orientation, alleviates fears and provides answers.



# Teaching



Lecturer for modules on communication in the media and business faculties at the state-recognized, private University of Applied Sciences for SMEs (Fachhochschule des Mittelstands)



2009-heute

[www.hollenhorst-pr.de](http://www.hollenhorst-pr.de)



Designing (online) learning units; collecting and preparing teaching material; conducting lectures; taking examinations.



Reassignment for 10 years; students rate my lectures with grades 1-2

# Certification Scrum Master



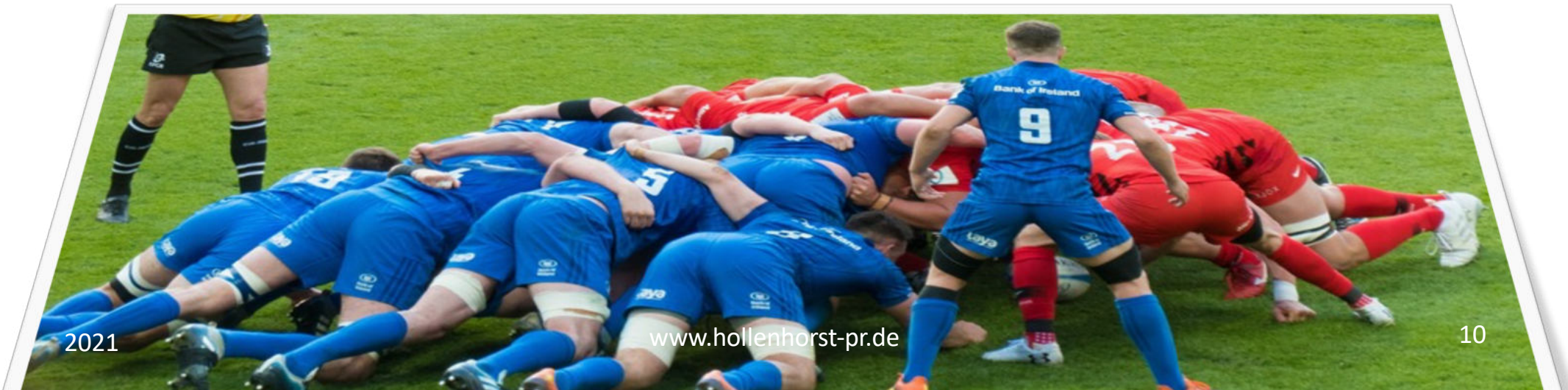
A Scrum Master moderates, mediates, supports, protects the team from outside interference, removes obstacles and is not a boss.



The change processes of digital transformation require new approaches. Scrum is one of the successful methods for this.



2018



2021

[www.hollenhorst-pr.de](http://www.hollenhorst-pr.de)

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# Volunteering is a matter of the heart



six weeks of voluntary work as a FIFA media assistant in the Arena press center in Munich during the 2006 FIFA World Cup



2009 - 2011 voluntary press work for the project "Gute Geschäfte Gütersloh" [www.gute-geschaefte-gt.de](http://www.gute-geschaefte-gt.de)



since 2013: voluntary lectures at BürgerKolleg of Bürgerstiftung Gütersloh [www.buergerstiftung-guetersloh.de](http://www.buergerstiftung-guetersloh.de)



2019: Concept and realization of a 96-page commemorative publication "125 Jahre Turnverein Isselhorst"; [www.turnverein-isselhorst.de](http://www.turnverein-isselhorst.de)





## What makes sense to me



I draw my energy from the idea that something has to make sense.

Meaning is a universal feeling and at the same time something highly individual. For my work, this means that I put myself in my clients' shoes as much as in their target groups.

When everyone says: "that made sense", that is the best feedback for me.

**What makes sense to you?**

Thank you for your attention.



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