

CURRICULUM VITAE

1. **Family name:** Gehrig
2. **First names:** Waltraud Ursula
3. **Date of birth:** 09.05.1969
4. **Nationality:** German
5. **Civil status:** Single
6. **Education:**

Institution (Date from - Date to)	Degree(s) or Diploma(s) obtained:
University of Mannheim October 1988 - April 1996	Magister Artium in Media and Communication Sciences, Eastern Slavic and German Studies

7. **Language skills:** Indicate competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
German	1	1	1
Russian	1	1	1
English	1	1	1
Bosnian/Croatian/Serbian	3	4	5
French	4	4	5
Georgian	4	5	5
Polish	4	5	5

8. **Membership of professional bodies:**

- Member of Absolventum (Organisation linked to the University of Mannheim, Germany)

9. **Other skills:**

- Computer literate in standard software applications
- Skills in financial and business administration
- Management skills on an executive management level

10. **Present position:**

Senior Expert in Communication and Institutional Capacity Building

11. **Key qualifications:**

- Senior Communication Expert in transition countries (specialised in managing projects in critical conditions and states, crisis communication);
- 20 years working experience in Eastern European countries on executive level in private sector and donor projects; excellent knowledge of local circumstances / business environment;
- Setting up and managing offices, projects and companies under challenging circumstances;
- Experience in working in Arabic countries since 2007 (on short and mid-term basis)
- Balkan experience since 2007 with long-term experience;
- Specialized in information management, qualitative market research, sociological research;
- Experienced in institutional capacity building, monitoring and evaluation;
- Writing and setting up communication strategies;
- Strong experience in awareness campaigns related to environmental topics, energy efficiency and renewable energy, water management and regulation in particular;
- Extensive knowledge of the mobile telecom sector in Eastern Europe, Turkey and MENA&MEA;
- Strong expertise in intercultural management and mediation;

12. Professional experience

Date from – Date to	Location	Company & reference person 1 (name & contact details)	Position	Description
07/16	Belarus	MVV decon (D);	Senior Communication Expert (MVV Decon) (Short-Term):	<ul style="list-style-type: none"> EBRD: Municipal and Environmental infrastructure (MEI) Framework Facility (Belarus) Communication and stakeholder management consultancy to municipal water distribution companies for their Corporate Development Plan; Water reform in Belarus
05/15 – 06/15	Cairo, Egypt	ADETEF (F);	Senior Communication Expert (ADETEF) (Short-Term):	<ul style="list-style-type: none"> EU Project: TA to support the reform of the Energy Sector (Arab Republic of Egypt) Communication consultancy to the newly to be established Gas Regulatory Board in Egypt: Communication Strategy, Capacity Building in different communication areas;
Ongoing	Germany	Self-employed	Senior Expert in Communication and Intercultural Management	<ul style="list-style-type: none"> (Intercultural) Communication training and workshops delivered custom-tailored to a wide range of clients; University Lecturer at the University of Applied Sciences in Darmstadt and Karlsruhe and University of Mannheim in Intercultural Management & Communication and International Project Management for students in IT and technology
10/13-04/14	Cairo, Egypt	ADETEF (F);	Senior Communication Expert (ADETEF) (Short-Term):	<ul style="list-style-type: none"> EU Project: TA to support the reform of the Energy Sector (Arab Republic of Egypt) Communication measures within the Energy Efficiency Strategy and the Energy Efficiency Road Maps in the two selected sectors Writing Communication Strategy, Action Plan & Practical Communication Guidelines Providing training on communication to Ministry Employees
09/13-10/13	Kiev, UA and home-base	NTU (DK);	Senior Communication Expert (NTU) (Short-Term)	<ul style="list-style-type: none"> EU Project: TRACECA Maritime Safety & Security II Writing Communication Strategy, Action Plan and Practical Communication Guidelines for the project with attention to project stakeholders
02/13, 06/13, 08/13	MEA region (Head offices in Egypt and Morocco)	MVV decon (D);	Senior Communication Expert (MVV decon) (Short-Term)	<ul style="list-style-type: none"> EU project: PWMSF – Paving the Way for the Mediterranean Solar Plan Revision of the existing communication plan, organization and support to communication activities in the nine participating countries (Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, occupied Palestinian Territory, Syria and Tunisia) Providing communication training to project experts
11/10 - 11/2012	Bosnia & Herzegovina	EPTISA (E) (managed by EPTISA Serbia);	Interim Team-Leader until new TL with technical background has arrived; since 07/11 Deputy Team-Leader and Key Expert	<ul style="list-style-type: none"> EU project: Support to BiH to meet the requirements of the Energy Community Treaty with special focus on Energy Efficiency and Renewable Energy; Writing and implementing a public awareness campaign for the project with focus on promoting Energy Efficiency (Target groups: Entity ministries, media, municipalities, general public, entrepreneurs etc.); Writing a national communication strategy on energy efficiency Stakeholder management of the project participants; Providing training to municipality stakeholders in communication Crisis project management and administrative Project Management
09/10	Middle East	Metrinomics GmbH (D);	Senior Communication and Research Expert (GfK, Germany)	<ul style="list-style-type: none"> Conduction of executive level interviewing in the framework of a business evolution study organized and conducted by a large Telco supplier through the German market research company GfK; Strategic research on executive level in the mobile telecom business;
02/10 & 4/10 & 06/10	Tbilisi, Georgia	CBI (NL) Reinoud Nuijten;	Instit. Capacity Building Expert (CBI, Netherlands)	<ul style="list-style-type: none"> Elaborating a Value Chain Analysis for the Georgian Wine Sector; Support in Institutional Capacity Building to the Georgian Wine Sector;

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09/09 – 11/09	Moldova, Chisinau	Fichtner (D);	Senior Marketing Expert (Fichtner AG, Germany)	<ul style="list-style-type: none"> Setting up and implementing a marketing strategy for the 'Moldovan Sustainable Energy Efficiency Fund' (EBRD) with focus on EE and RES; Adapting marketing strategy to the given situation;
06/08, 08/08, 10/08	Jordan	IPA Consulting (UK);	Senior Communication Expert (IPA Economics, UK)	<ul style="list-style-type: none"> Setting up a communication strategy for the future water regulatory body to promote its set up and TA for Support to the Implementation of the Water Services Management Program – "Al Meyyah" (EU-Project); Providing communication training to civil servants of the Ministry of Water Analyzing the media situation in the Middle East; Understanding the level of media freedom in Jordan by interviewing several editors-in-chief of different media outlets;
Spring 2006 – spring 2010	Middle East, Turkey, CIS countries	Metrinomics GmbH (D);	Senior Communication and Research Expert (Metrinomics GmbH, Germany)	<ul style="list-style-type: none"> Regular conduction of executive level interviewing in the framework of a customer satisfaction study organized and conducted by a large Telco supplier through Metrinomics mainly in Russia, Ukraine and Central Asian countries; Analysis of results and conducting workshops for improvement of customer relations; Strategic research on executive level in the telco business;
12/07 – 11/08	Romania	IPA Consulting (UK);	Senior Communication Expert (KE) (IPA Economics, UK)	<ul style="list-style-type: none"> Setting up and implementing a communication strategy and the action plan for the electricity regulatory body to promote liberalization of the Romanian electricity market with special focus on promoting energy efficiency Analyzing Romanian media situation; organizing and conducting a workshop for journalists training them on information dissemination and management;
10/07-02/08	Ukraine	Diadikassia Consulting (GR);	Senior Communication Expert (TL) (Diadikassia, Greece)	<ul style="list-style-type: none"> Writing ToRs for the communication component of the project "Women's and children's rights" in Ukraine Focusing on a common visibility strategy for all information produced by the stakeholders of the project; Partly giving journalists advice how to manage and information regarding sensitive issues and how to develop difficult topics in their media outlets in a political environment claiming to start democratizing process;
10/07	Croatia	Diadikassia Consulting (GR);	Senior Marketing Expert (Diadikassia, Greece)	<ul style="list-style-type: none"> "Decentralization and Reorganization of Croatian Employment Service"; Creation of modules for conducting different events for the CES across Croatia; Revising marketing material of the CES;
03/06 – 05/08	Moscow, Russia	Gehrig Consulting (RF) Freelancer / Senior Communication Expert	Freelancer / Senior Communication Expert (Gehrig Consulting, Russia)	<ul style="list-style-type: none"> Specialized in communication and cultural brokerage in marketing; Working for private business predominantly (International and Russian companies); Specialized in intercultural communication, conflict management, executive coaching (Russia, Ukraine, Moldova, Belarus, Transcaucasus and Central Asia); Qualitative market research mainly focused on executive management level; Analyzing the media situation in various countries);
05/06 & 06/06	Serbia, Belgrade	IPA Consulting (UK);	Senior Communication Expert (IPA Economics, UK)	<ul style="list-style-type: none"> Support to the Serbian Energy Regulator in the framework of European Agency for Reconstruction project for the Serbian government; Conducting a workshop for the local energy regulator to prepare its management for its first media appearance;
06/03 – 03/06	Moscow, Russia	GIM, (D);	Head of representative office (GIM, Germany)	<ul style="list-style-type: none"> Organizing, conducting qualitative & quantitative market research in Russia, Ukraine and other CIS countries; Final reporting in English and Russian;

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01/02 – 05/03	Moscow, Russia	No more contact details available	Head of representative office (CCG Communication, UK)	<ul style="list-style-type: none"> • Management and coordination of CCG Communication projects in Russia; • Close co-operation with local media in Russia, organization of public awareness campaigns, design of publishing and communication activities etc.;
07/02-12/02	Moscow, Russia	No more contact details available	Project Manager (CCG Communication, UK)	<ul style="list-style-type: none"> • “Tacis Information and Communications Project” for Russia; promoting activities of the European Union in Russia; Organizing workshops and provision of information to journalists in Russia; • Organizing a trip of European journalists to nuclear-driven-submarines in Murmansk and inform them how journalists in Russia work on sensitive issues;
04/02, 06/02	Kyrgyzstan	IPA Consulting (UK);	PR Expert (IPA, UK)	<ul style="list-style-type: none"> • Developing the communication strategy in the framework of the DFID project “Tariff Policy Project” for the Kyrgyz government to justify the tariff increase for electricity and promote energy efficiency (mapping of the energy sector structure, needs, development etc.);
10/01- 12/01	Belarus	No more contact details available	Communication Expert (Integration, NL)	<ul style="list-style-type: none"> • EU-Monitoring of four Tacis media projects in Belarus. This activity includes interviewing various key players of the project to assess their performance. In-depth analysis of the current Belarusian media landscape; • Providing training how to work on developing a standing in a non-democratic environment with the help of European and international projects;
10/01-06/02	Georgia	ISA Service (GE);	Communication Expert (ISA Service, Georgia)	<ul style="list-style-type: none"> • Setting up an internal communication system, establishing Western standards; • Developing HR system for approximately 50 employees; • Providing training on communication, public relations, marketing etc. training to the upper management;
04/00 – 06/ 01	Tbilisi, Georgia	Irina Koridze (GE);	General Manager (GT Mobile, Georgia /Turkcell, Turkey)	<ul style="list-style-type: none"> • Identification of business opportunities and setting up a company in Georgia from scratch in the telecommunication sector as a General Manager (including hiring 60 employees, team-building etc.); • Managing all local stakeholders in the Georgian Telcosector • Building technical infrastructure, introducing a crisis communication system, development of promotion plan and dealing with governmental organizations; • Working on telecom legislation in co-operation with Georgian parliament to ensure equal competition. Development of required marketing activities;
12/99-03/00	Baku, Azerbaijan	No more contact details available	Project Manager (BMB Arcadis, NL)	<ul style="list-style-type: none"> • Day-to-day management at the Tacis Coordination Unit. Preparations of PR-events, press conferences and kick-off meetings. Interacting with donor-organizations, local government and parliament, and diplomatic representations of the European Community in Azerbaijan (Stakeholder management). • Special focus on energy policy in Azerbaijan and the region in general;
09/98-11/99	Central Asia besides Tajikistan	No more direct contact details available	Communication Manager & Regional Coordinator (HUKS, Finland)	Continuation of the below mentioned project in a different geographical region (Central Asia instead of the Southern Caucasus)
02/97-07/98	Azerbaijan, Georgia, Armenia	No more direct contact details available	Communication Manager & Regional Coordinator (HUKS, Finland)	<ul style="list-style-type: none"> • Regional Coordinator of the Southern Caucasian Region of the “Tacis Environmental Awareness Raising Program”, based in Tbilisi, Georgia; • Creation of infrastructure, responsible for the set up and management of the offices in all three Transcaucasian countries such as Georgia, Armenia and Azerbaijan;

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				<ul style="list-style-type: none"> • Initiating and organizing the first Open Parliamentarian Meeting in the Azeri parliament on questions of Energy Efficiency and Renewable Energy legislation with participation of six local ministers, speaker of parliament and European MoPs • Working with local parliaments, NGOs and mass media. Fully responsible for all activities which take place in the framework of the program in this region. Organization of media events, an environment week, parliament meetings, seminars, public awareness events, video libraries; • Conducting workshops for journalists from the Caucasus; • Management of all project stakeholders in the Transcaucasian Republics • Support to local media with focus on copyrights. Teaching media how do develop themselves and their media outlets in a non-democratic environment;
05/96 to 02/97	Belarus, Russia, Ukraine	Ljudmila von Berg;	Media and Communication Manager (European Media Institute, Germany)	<ul style="list-style-type: none"> • Analysis of existing communication strategies and published material of Belarus, Russia and Ukraine and setting up of new communication strategy in order to deal with the aftermaths of the Chernobyl accident;