

Torsten Gerharz

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EDUCATION

06/06

Master of Business Administration (Executive Programme)
Mannheim Business School (Germany) and ESSEC Business School, Paris (France)

02/98

Master of Arts in Political Science, Economics, Law: University of Trier (Germany)

06/95

Certificat d'Etudes Politiques (CEP), Institut d'Etudes Politiques, Paris (France)

EMPLOYMENT HISTORY (WITH EXEMPLARY PROJECTS)

Eleven years' professional experience as an expert consultant and senior manager for corporate communications and change management; five years' experience in leading cross-functional and international project teams

Since 10/07

Deutsche Post DHL Staff Member of the Group CFO and CEO Global Business Services, Head of Communications Global Business Services

Responsible for central management, employee and marketing communications activities of Deutsche Post DHL's Global Business Services (GBS) organization (including the Service Lines Legal Services, Procurement, Real Estate, Fleet Management, Risk & Insurance, Finance Operations, IT Services, Inhouse Consulting, HR Operations)

Project and communications support to the GBS CEO and his leadership team on matters of strategy and transformation initiatives; Leadership of the global GBS communications network

- Streamlined existing media and build up a new **internal communications toolset** to increase the speed and effectiveness of management and employee communications
- Developed and implemented a **global B2B marketing campaign** that targets GBS Business Partners (internal customers)
- Led communications within a **global IT outsourcing project** that had impact on 4,000 IT staff at four global data centres worldwide

04/99–09/07

Deekeling Arndt Advisors in Communications GmbH, Düsseldorf (Germany),
One of Germany's leading strategic communications consultancies

Senior Consultant and Group Head. Disciplinary and functional management of the "Content development" practise; Strategic consulting of key accounts; Focus on change management (restructuring, mergers, introduction of new business models) and Strategic Communications

- Developed a **global change management campaign** for a leading international express and logistics corporation to launch its worldwide corporate strategy programme
- Rolled out and implemented a **new corporate mission statement** for an international insurance corporation after a period of reorganisation
- Developed and implemented a **"welcome the brand" campaign** to facilitate the merger of four formerly competing companies in the building industry
- Designed and rolled out a **"living the brand" campaign** to introduce a new business model and a new retail banking brand

02/98–04/99

Freelance PR Manager and Journalist, European Commission

- Organized and carried out **information sessions** and workshops on core aspects of the European Monetary Union
- Wrote **brochures and print media** on European integration topics, especially the Euro

FURTHER SKILLS

Teaching and lecture activities

- AACSB Bridge Program – Professionally Qualified Faculty (October 2009)
- Since 2006: Lecturer for Change Management and Business Communications topics at Mannheim Business School (MBA and Executive education programs)
- Guest lectures on Change Communications topics at London School of Economics (2007), Irish Academy of Management Conference, Belfast (2007), University of Applied Sciences Gelsenkirchen (2008)
- Recent publications on Change Management and Business Communications:
 - "Inside Outsourcing" (in: *Handbuch Kommunikationsmanagement*, Luchterhand, 2009)
 - "Dialogue with Global Range" (in: *Kommunikation im Corporate Change*, Gabler, 2009)

Languages

- German: first language
- English: fluent in spoken and written
- French: excellent