

## Curriculum Vitae Dr. Axel Meierhoefer

Dr. Axel Meierhoefer  
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Educating and leading the next generation of managers and leaders through facilitation and enable them to be the best they can be develops a world in which we all accelerate while maintaining a sustainable environment.

That's the way I am helping others help themselves become successful.

### **Education:**

- PhD , Antioch University Ohio, 2010  
Leadership
- Masters of Arts Degree, Antioch University Santa Barbara, 2003  
Organizational Management
- Bachelors of Science, AW College Hamburg, 1990  
Aviation, Minor Management
- Abitur, Käthe Kollwitz Gymnasium, Wilhelmshaven, 1981  
Biology, History

### **Academic Appointments/Facilitations/Lecturing:**

- Member of American Management Association (AMA) faculty San Francisco – Course “The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results”, 2011
- Co-facilitator for Merck GCS leadership workshop, 2010/2011
- Facilitator and Project Manager Global Promotion Review Training MSD - 2011
- Co-designer Transocean Global Supervisor “Leadership & Management-Program” 2010
- Adjunct Professor Antioch University Santa Barbara 2004 - present, (Bachelors , Masters, Doctorate Level)
- Facilitator for Merck – Schering/Plough process improvement training projects – 2009 – Jan 2012
- Facilitator of Innovation/Discovery Mapping™ for Anderson Strategies and MWCDs 2010
- Guest lecturer University of Cooperative Education Heidenheim Germany 2008 –present,(Bachelors level)
- Guest lecturer University of Applied Sciences Munich, Germany 2009 – present, (Bachelors level)
- Facilitator for Innovation & Sustainability Workshops, Strascheg Center of Entrepreneurship, Munich, 2009 - present
- Guest lecturer University of Cooperative Education Mannheim, Germany 2009 – present, (Bachelors level)
- Contracted educator Santa Barbara City College course development 2008, (Associate degree level)
- Lecturer University of California Santa Barbara UCSB Extension 2007 (Bachelors level)

## RECENT ENGAGEMENTS

Supported TEK Systems project at State Farm as a Senior Organizational Development/Organizational Communication Management (OD/OCM) Consultant. In that role selected to

- lead a small team of three associates as part of a larger team of 14 OD/OCM team members in developing an onboarding process including presentation materials and resource guide to support 750 associates in the new CDE program
- developed a strategy document and 26 exercises/activities to implement a corporate goal to work differently in teams
- facilitated trial run of working differently activities and prepared inclusion in leadership blog
- introduced modern graphic artifacts to improve presentation quality
- started a cultural transformation strategy approach in support of the continuing hiring process of hundreds of new associates for the Customer Driven Evolution program. (CDE)

Substantial experience in Corporate and Employee change initiatives with 8 years of experience in Leadership Improvement, Organizational Change Management and Risk assessment, mitigation, and management, sales training, software training, and customer service staff on all levels. In that role, recently contracted as the change project leader for a pharmaceutical company to analyze, develop, and deliver to approx. 650 employees on the US team and approximately 350 employees on the global team a new process to improve marketing content that is released in a challenging FDA controlled regulatory environment. Change project duration of 22 months.

Excellent interpersonal, problem-solving, analytical, facilitation and communication skills, demonstrated in multi-cultural assignments for multi-cultural, international groups. A custom developed Innovation Mapping technique has proven very helpful in overcoming resistance to change and get client groups on board and motivated to accept change – even if it was replacing routines in place for the last 15 years, i.,e. Merck approval process, McGroskey hiring process, Adecco executive development process.

Proven ability to design and lead implementation initiatives and collaborate effectively with line employees all the way upwards to C-Suite executives for change initiatives in client organizations. For the above mentioned project series, change support included the development of an online reference tool to support process application and integration as well as an eLearning solution for new hires and internal re-assignments.

In-depth knowledge of current trends and best practices in the org- change and transformational training arena using all modern technologies online and in person. Substantial experience in managing and leading change- and operations- projects of large, medium, & small scale with P&L responsibility.

Delivers effective communication strategies to improve leadership, increase awareness, understanding and support for business change, based in current change management and leadership methodologies, both in a faculty role for managers and leaders in American Management Association training centers and during work assignments for Siemens, Merck, McGroskey, Lee Hecht Harrison/Adecco .

Possesses excellent oral and written communication skills, demonstrated during facilitation opportunities for approximately 1500 employees of different companies in the last 2 years delivering complex content like improved decision making techniques, collaboration in diverse teams, accountability for business and personal goals in change initiatives, etc.

Has successfully facilitated Leadership Improvement & Change Initiatives for medium to large groups for Fortune100 clients and delivered speeches, presentations, trainings, learning events, seminars, etc. to help employees understand and adopt the new direction or processes that impact their daily work.

## **Areas of expertise include:**

- Project Facilitation/Management
- Multi-Cultural Communication
- Software & Sales Training
- Coaching and Mentoring
- Strategic Change
- Leadership Improvement
- Organizational change initiatives
- Applying new skill through process change
- Global Business Change Initiatives
- Developed Innovation mapping as change technique

## **Other Positions and Employment**

### **Innovision Global LLC, OH, 2009 - present**

#### **CEO**

- Developed Certified Leadership Practitioner Program (CLP) with Harry Shade to be offered to businesses and individual clients in seminars across the United States
- Delivered Webinars and online training events on topics of Leadership, Marketing, etc. to international audiences
- Taught undergraduate classes for Antioch University Santa Barbara with Harry Shade on topics including small business development, social media marketing, etc.
- Developed and delivered curriculum content and integrated it into an online learning suite based on SAKAI software

### **AMC LLC, Santa Fe, NM, CA, 2005 – Present**

#### **CEO**

AMC LLC provides educational services, facilitation, leadership development, and coaching for individuals and organizations. AMC delivers customized, performance oriented, and eco-conscious relationship building programs, campaigns, and services with proven feedback of success.

- Completed the development of the Certified Leadership Practitioner Program with Innovision Global LLC for launch in 2012
- Organizes facilitation events and maintain/develops relationships to generate far reaching networks with educational organizations nationally as well as internationally – see also “Educational Activities”
- Develops custom curricula and training plans as well as content for client organizations and universities and then delivers facilitation or lectures, depending on client preference (my content versus their content).
- Creates dynamic facilitation, course delivery, and presentations around business, leadership and sustainability topics for organizations like Merck, Lee Hecht Harrison, Siemens, DHBW
- Coaches techniques for effective team-building across multi-cultural barriers (single as well as groups).
- Teaches ethical business practices while keeping the project and environment in mind. (sometimes delivered as facilitation when content is developed or partially refined)
- Teaches or facilitates multiple leadership and management skills seminars, workshops or classes for managers, executives, as well as undergraduate and graduate students
- Acts as role model for good communication conflict resolution
- Proven track record of customer satisfaction.

- Leads and executes projects for contract clients in technology (medical devices), services (coaching, scientific research studies), academic (several universities internationally), entrepreneurial (data storage, heating industry, solar) markets.

**Director International Business Development & Customer Services**  
**Isera Group Inc., Santa Barbara, CA, USA**

**2001 - 2005**

Reported to the president of the company. Responsible for building a team of trainers, educators and customer services representatives for installation of national and international presence of training and educational systems, software and training staff.

- Created new strategies, planned, directed, and then facilitated change management processes to expand access to European markets for international training software company that led to several million Dollar sales.
- Developed a team of 16 specialized service providers to deliver training and support for learning software solutions and facilitated multiple client training events.
- Secured partnerships and alliances to help identify cooperation opportunities in the UK, Germany and France. Played key role in negotiating and organizing structured government-sponsored projects in the US and Europe, leading to an international network of offices in six locations, each managed to support and train client organization in the use and application of learning systems. Facilitated several meetings and workshops till contracts were completed and staff established
- At completion of tenure, 40 percent of personnel from six offices in the US and Europe reported to my department.

**Senior Program Director and Instructor Pilot**  
**GAF International Aviation Training Center, Alamogordo, NM**

**1996 - 2001**

Reported directly to the Training Center Commander. Managed the largest-ever German Army Air Force non-wartime military investment in a foreign country. Recipient of three separate certificates of recognition for exceptional performance.

- Developed bi-lateral steering group dedicated to infrastructure and operations process for US and German federal agencies.
- Managed and directed the creation of \$100M facilities building program including budgetary responsibilities.
- Developed computer-based training programs and integrated curriculum systems for modern aviation training environment.
- Created implementation group using training and coaching methods for US and German IT systems to participate in modern IT architecture and data delivery across the training center.
- Facilitated Holloman steering committee, city community impact committee, state environmental approval committee, and military operations integration committee as the leading government representative for the Federal Republic of Germany.

**Professional Appointments**

**American Management Association (AMA) faculty San Francisco** – “The Voice of Leadership: How Leaders Inspire, Influence and Achieve Results”, 2011

**Facilitator and Program Manager – Whole Systems Learning**

Overseeing the development of training content for Merck Pharmaceuticals and deliver employee training as facilitator through 23 training events in 2010

### **Independent Facilitator**

Facilitated Innovation Mapping workshop for Toledo School district as a capstone program to a three year advanced program in environmental sciences in Mai 2010

### **Guest lecturer for University of Cooperative Education, Heidenheim, Germany**

Developed course in International Management & Sustainability for 50 instructor lead hours and delivered to BA students (two classes) in 2009 and just completed the same program for 2010 (March)

### **Contract teacher for Santa Barbara City College**

Created a new curriculum for undergraduate students in the areas of modern social network marketing using electronic platforms like Facebook, LinkedIn, Xing, Twitter, etc.

### **Professional Memberships**

**Certified in N.E.W.S Team development model** (Facilitated Training, Org transformation, Executive Coaching)

**Co-Inventor of “Certified Leadership Practitioner Program”** (CLP) for Innovision Global LLC

**Certified: Knowledge and Innovation Management (CKIM)**, providing support and coaching in modern knowledge management environments around the globe, 2005 – Present.

**Member International Leadership Association (ILA)**, providing online web seminars and presentations as well as speaking engagements to the association, 2005 – Present.

**Member American Society for Training and Development, (ASTD)** 2006 – Present.

### **Educational: Teaching/Facilitation Topics**

- Global Economics 2011 (online class as well as face-to-face class design and delivery)
- The business process of promotional item review (Merck)– 2<sup>nd</sup> half of 2010 (co-designed and 15 facilitations delivered)
- Principles of Marketing, Traditional & Modern, 2010 (Designed and delivered online)
- History of Globalization (Bachelors Level) Winter 2010, (designed and delivered as online class)
- Small Business Development & Entrepreneurship, 2010 (designed and delivered F2F)
- Multicultural communication & sustainability in international business (Doctorate level) 2010, designed and delivered face to face
- Diversity & Global Pluralism (Masters Level) 2005 – 2010 (designed, delivery online and F2F)
- Cross- cultural Communication (Masters Level) 2006 – 2011
- Innovation Mapping™ Seminars/classes 2009 - present
- Knowledge Management, 2<sup>nd</sup> generation (Bachelors level) 2004 - 2008
- Management and Leadership (Fall 2007)
- Social Media Marketing for businesses (SMM, Web 2.0) Developed 2009, not delivered yet
- International Management (Bachelors level-, in English, Jan 2009, Mar 2010)
- Organizational development (Bachelors level- Degree program IT Mgmt, in English, & German, Summer 2009)
- Multi-cultural communication (Bachelors level- Social Management, in English and German, Summer 2009)
- Summer School 2009 – Innovation, Sustainability and International Management, (Bachelors Level, in English and German)

- International Management and Diversity, Foreign Nationals student class DHBW (in English, Nov 2009)
- Lecture “Business Strategies for Web 2.0, (in English, Dec 2009)

### **Professional Presentations (last 5 years)**

- Wellness of Leadership Seminar, Aug 2006, Innovative Leadership Solutions LLC
- International leadership association annual conference Chicago, Nov 2006, “Leadership at the crossroads”
- Coaching certification Training workshop, Lee Hecht Harrison (Adecco Group), Denver, December 2007
- Sustainability Webinar, Citrix Inc., May 2008
- “Leading Top Performers” , Webinar for Citrix Inc., Oct, 2008
- University of Cooperative Education Heidenheim, Germany, Jan 2009, Speech “How Obama got elected”
- Strascheg Center of entrepreneurship and University of Applied Sciences Munich, Germany Aug 2009, “Innovation and Pluralism” as part of summer school 2009 - program
- University of Applied Sciences Ludwigshafen, Germany, Nov 2009, “International Business and Web 2.0”
- University of Cooperative Education Mannheim, Germany Dec 2009, “Eco-Discoveryshop”
- Innovation Mapping workshops, 2009, 2010, 2011
- GCS leadership development, 2011

### **Publications**

- Book, “Wake up Moments”, Little Seed Publishing, Laguna Beach, CA
- Article: “The Bamboo builder & the Exotic wind farmer”
- Article: “Miracle Fuel – Soon at your nearest gas station”
- Article: Pump money in the auto industry or go green?”
- Article: “Are we leading the green economy or do we follow others?”
- Article: “The Puke Effect:
- Article: The Trust Equation”
- Article: “What’s The Best Customer Service During A Recession?”
- Article: “Is Your Financial Crisis a Blessing to the Environment?”
- Article: “I have no time and tons of stress”
- Article: “Is Performance Always a Competition”
- Article: “How I Hate My Job and Nothing Changes”
- Article: “Can I Really Get 100 mpg with my SUV?”
- Article: “Don’t Let Patience Turn into Bitterness”
- Article: “How Can Trust Improve Your Business”
- Article: “How To Grow From A Boss To A Leader”
- Article: “How to Become a Great Leader”
- Article: “Marcus Buckingham and Legendary Leadership”
- Article: “A New Approach to Performance Management”

### **Radio Interviews:**

- Toni Reece, “Get Inspired” interview series, 2011
- Dr. Joyce Knudsen, “The Image-maker presents”, 2010
- Motivational Radio New Zealand, 2010,

- Radio Lora, München, 2009 "Günder Radio – mit Ferri Diedrich"
- Raising your consciousness, 2009, <http://www.blogtalkradio.com/harryshade/2009/07/02/raising-your-green-consciousness-with-axel-meierhoefer>
- Teaching Your Kid's How To 'Go Green', 2009, <http://attendthisevent.com/Classic/?eventid=7114116>
- How To Achieve Ultimate Balance And Consistently Reach Your Goals!" , 2009 <http://thesop.org/audio/2008/07/30/judyth-piazza-and-axel-meierhoefer-quotsecrets-truth-performancequot>
- The American Perspective, 2008: <http://thesop.org/business/2008/04/18/judyth-piazza-chats-with-axel-meierhoefer-consulting-llc>
- Training for success, 2008 <http://learn.gotomeeting.com/forms/G2MC-WBRARC-102308?ID=701000000057X3>

### **Student Studies supported/advised:**

- Bachelor's of Arts, Information Technology Management, "Service Center Organisation - Konsolidierung und Zentralisierung von internen Dienstleistungen unter besonderer Berücksichtigung von Shared Services am Beispiel der Kögel Trailer GmbH & Co.KG, Cornelius Hilbig, 2010,
- Bachelor's of Arts, Information Technology Management Externes Business Coaching mittels Graves Value System zur Verbesserung der Führungsfähigkeit von Entscheidern in Schlüsselpositionen, SAP AG, Angelo Puizzilli, 2010
- Masters of Organizational Management, "Understanding the Japanese Household Goods Market", Communicating Cross-Culturally, 2009, Mari Kasai
- Masters of Organizational Management, "Diversity and Culture in the Santa Barbara School District", 2009, Martha Corona
- Masters of Organizational Management , "Business Analysis of Huawei Symantec", 2009, , Pei Fen Wu
- Masters of Organizational Management, "The diversity between 85 Degree C and Starbucks in Taiwan", 2009, Jie Chen
- Masters of Organizational Management, "Analysis of Haier's international marketing activities in a diverse market", 2009, Tao Jiang
- Masters of Organizational Management, "Understanding and Managing Diversity", Fall 2008, Amy Lowe,
- Masters of Organizational Management, "Pluralism from the Native American view point", 2008, Conrad Torres,
- Masters of Organizational Management, "Diversity and Global pluralism in maritime cultures", 2007, Casey Slemmons

**Academic References:** (business references available on request)

**Dr. Carolyn Kenny, Ph.D.**

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