

Erik Hansen

Braugasse 5a, 56179 Vallendar, Germany | +49 1578 2411364 | erik.hansen@whu.edu

EDUCATION

| | |
|--|-------------------|
| WHU – Otto Beisheim School of Management , Vallendar, Germany Bachelor of Science in International Business Administration | 09/2017 – 05/2020 |
| University of Manitoba , Winnipeg, Canada Semester Abroad | 01/2019 – 05/2019 |
| Tongji University , Shanghai, People's Republic of China Management Abroad Course | 04/2018 – 05/2018 |
| S. Fischer Publishing GmbH , Frankfurt, Germany Apprenticeship Media Management Assistant | 09/2014 – 02/2017 |
| Rydal Penrhos Senior School , Colwyn Bay, UK International Baccalaureate, Higher Levels: Economics, English B, German A, Biology Grade 35 (scale 0-45, 45 being best) | 08/2012 – 05/2014 |

PRACTICAL EXPERIENCE

| | |
|--|-------------------|
| Intertrust Technologies Corporation , San Francisco, USA Technology Corporation, invents, develops, and delivers technologies for trusted computing, digital privacy, and security <i>Business development Intern</i> <ul style="list-style-type: none">Part of the BizDev team for the Modulus data platformResponsible for conducting market research for the utility markets in EU/ AsiaConducting extensive market research for the US utility market, as part of a team consisting of members from Intertrust, Innogy Ventures and Stanford UniversityCompetition analysis for the innogy-Startup DigiKoo | 05/2019 – 08/2019 |
| Tillhub GmbH , Berlin, Germany Software startup, developing and distributing a cloud-based iPad POS system. <i>Business development (Key Account) Intern</i> <ul style="list-style-type: none">In charge of the BD Team, consisting of 3 employeesAdministered and restructured Key Account Lead GenerationConducted competition analyses for Sales pitch meetingsAssisted the CEO in the areas of Sales and Accounting | 05/2018 – 08/2018 |
| Gesellschaft für Vitalgesundheit mbH , Wiesbaden, Germany Manufacturer and distributor of diet products <i>Online Marketing Intern</i> <ul style="list-style-type: none">Monitored all Online Marketing channels and advised customersStreamlined customer relationship management processesImplemented new online marketing channels and guided new online marketing campaigns | 02/2017 – 08/2017 |
| Odgers Berndtson International , Johannesburg/ Cape Town, South Africa Executive Search Consulting <i>Intern</i> <ul style="list-style-type: none">Collected and analyzed data for candidate researchConducted a case study about the mining industry in South Africa and potential opportunities for OBRestructured and updated FileFinder (Data archive) | 11/2015 – 12/2015 |
| Odgers Berndtson International , Shanghai/ Beijing, People's Republic of China Executive Search Consulting <i>Intern</i> <ul style="list-style-type: none">Collected and analyzed data for candidate researchConducted a case study about potential expansions of aviation manufacturers in China and potential opportunities for OBRestructured and updated FileFinder (Data archive) | 06/2014 – 08/2014 |

EXTRACURRICULAR ACTIVITIES

WHU Euromasters 2018, Vallendar, Germany

11/2017 – 12/2018

Head of Organization

- Organized Europe's biggest sport event for business schools with 2500 participants from 25 universities
- The Organization resort serves as a connecting point between all other resorts (Sports, Sponsoring, Party, etc.)
- Key Responsibilities: Designing and executing communication plans with police city officials and suppliers, Food and transport logistics, Safety measures

Student Advisory Council at WHU, Vallendar, Germany

09/2017 –

Member

- Initiated several projects to improve student life on campus (e.g: Redesigned and refurnished study areas)
- Improved quality and quantity of WHU marketing
- Assistance to student representatives
- Counselling for students

German Publishers and Booksellers Association, Berlin, Germany

05/2015 – 05/2017

Member of the youth parliament

- Advised senior parliament on improvement measures for youth recruitment and promotion
- Participated in parliamentary sessions as a representative of the youth parliament
- Successfully established the youth parliament in the constitution of the German Publishers and Booksellers Association

SKILLS AND INTERESTS

| | |
|---------------------|---|
| Languages | German (native), English (fluent, C1), Spanish (basic, A1) |
| IT Skills | Microsoft Office (advanced) |
| Hobbies & Interests | Soccer, Volleyball, Literature, Electronic music production |