



HORST STREY

CONSULTING | TRAINING | DEVELOPING

Vision Making people more successful

Mission Promote the commitment of high-performance employees to get their full horsepower on the road

Values Mindfulness, integrity and respect

Strengths HR Developer, Mentor and Trainer with passion, heart and mind

PERSONAL

- Married to Britta and father of one daughter Amélie
- 25 years abroad

INITIAL AND CONTINUING EDUCATION

- German High School
- Dual studies of insurance and finances
- Study of law
- Leadership Performance, DOOR BV
- Commercial Attitude & Sales Process Control, BPMA NV
- Training Academy Gustav Käser Training International AG
- Institute of Microtraining® Employee Development GmbH

LANGUAGES

German native, English and Dutch fluent spoken and written

RESUMEE

My many years of management experience in different corporate cultures forms the basis of a practical accompaniment for sellers and executives:

- Successful development of national and international structures in sales
- Familiar with the conception and implementation of sales promotion measures and marketing strategies
- Intercultural competence for a profitable corporate communication in the international business



horstjoerg@strey.one



Wrachtrupstraße 51 D - 33699 Bielefeld



+49 (0) 5202 - 9988 850
+49 (0) 157 77 853 230

SOCIAL NETWORKS



<https://de.linkedin.com/in/horst-jörg-strey>



xing.com/profile/HorstJoerg_Strey

CAREER HISTORY

- HR Developer at Gustav Käser Training International GmbH, Düsseldorf
- Founder, Consultant and Trainer of EBBC Development BV, Netherlands
- Business Development Manager of Sharp Packaging Services, Netherlands
- Business Unit Manager of Sensitech Incorporation, Netherlands
- European Sales & Marketing Manager of Jamo A / S, Denmark and Polk Audio Inc., USA

FOCUS IN MY WORK AS EMPLOYEE DEVELOPER AND TRAINER

- Corporate culture: creating values, living values
- Leadership development: from the Board to the Young Potential
- Employer branding: winning and retaining top performers
- Customer acquisition in the digital age: turning existing customers into active recommendations
- Profitable communication: positively up, down and side impact