



## Tina E Deinoff

- Diploma in Marketing and Communication, IFM
- META-counselling with Confluent Pedagogic, Gestaltpsychology and Psycosyntheses
- Grunnfag i Medicin, Encefalon
- Senior Consultant and General Manager in HumanEffect AS
- Former practise from diverse Management, Marketing, Service and Complex Sales employments

## Special Qualifications

- Efficient Communication Skills and Interactive Performances in all contexts
- Management by Objectives, Skills Development
- Strategy Implementation Process Facilitation
- Interactive Performances in Innovative and Decision making Teams
- Planning and deducting effective Diversity Practise in Groups and Organisations
- Complex Selling and Win/Win-negotiaions
- META-counselling, Fundamental Choices of Life and Critical Decision making at Work
- Coaching

## Selected Change Development Projects from the past few years Consultancy

Tina E Deinoff has been in charge of initiating, planning, performing, co-ordinating and documenting the results from 2-6 year lasting changing projects such as:

### Vernetjenesten i Posten Konsument (250 employees involved)

- From practise of "Controller retroactive function" to "Proactive Counselling" in Management

### Sparebank1Gruppen/Norsk Moteforum (200 employees involved)

- From "Anarchy" to "Benefitial Diversity"

### Scandinavian Airlines System (450 employees involved)

- From "Passiv Expediting" to "Self-initiated Consept Selling and high level Negotiation"

### Veidekke Eiendom (70 employees involved)

- From "Engineer Focused Product Development" to "Customer Oriented Consept Development"

### Gjensidige NOR (650 employees involved)

- Customer Service Performance as measureable Critical buying Preference in Oslo and Akershus

### Europay Norge (70 employees involved)

- From "Single Branded Fabricated Transactions" to "Multi Brand Credit/Payment Services"

### PriceWaterhouseCoopers (20 employees involved)

- From "Point-to-point-deliveries" to "Complex Selling of Total Competence Services"

## Other Consultancy Services in HumanEffect AS

- Scenario-processes
- Strategy Processes
- Management in Crises
- Management for Hire
- Effective Culture Delopment or Change
- Recruiting and Selection of Leaders
- Analysis (Resource Efficiency, Target Matching)
- Vocal Presentation Skills and Group Dynamics
- Train-the-trainer education
- Cultural Awareness in multi-cultural organisations

## **Former Employments**

### Management:

- 1991-1996 Service Manager/Marketing Director in Europay Norway. In charge of penetrating and developing multi users Merchant Market in new business areas for Euroacard and MasterCard. Accordingly in charge of the change management process over three years making the organisation's performance customer orientated. Consisting strategic and operational changes on management- and employee levels, instrumental development of routines, education and cultural change including key sub-suppliers.
- 1990-1991 Marketing Manager in Oslo Taxi focusing Customer Orientation in planning, product development, customer service and co-branding of 1250 taxi-companies. Consisting strategic and operational development of branding including organisational behaviour and multi communication skills.
- 1989-1990 Region Manager in Rikstoto challenging Norsk Tipping as the market leader of public lotteries and games. Include and mobilize diverse organisational cultures and practises of performance among different parties to position, develop and realize market share goals.
- 1981-1984 Different part time/shorter termed employments with various sales and services tasks during studies.

### And Conculancy:

- 2000-2006 Senior Partner, General Manager and Senior Consultant in HumanEffect AS (former Humanik Norge AS).
- 1998-2000 General Manager, Consultant and Trainer in Interaction Development AS, transferred from Huthwaite Norge AS.
- 1984-1989 Team Manager, Consultant and Trainer in Mercuri Personalutvikling/Mercuri International AS.