



# Hui Serene

## Mo-Meier

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### ABILITIES

- International business management
- Cross culture communication
- World traveler
- [Linkedin.com/in/ - -9a7a70156](https://www.linkedin.com/in/-9a7a70156)

### SUCCESS

- Built up the most profitable subsidiary in China for Oechsler AG
- Set the sales network for Loba GmbH in China
- Built up Chinese language teaching system for ESB, Reutlingen university
- Set up Asian management teaching system for Ansbach university

### LANGUAGES

- Mandarin
- Cantonese
- English
- Deutsch
- Japanese

### WORK EXPERIENCE

05/2023 - now  
**Farasis Energy Europe GmbH** | Frickenhausen  
General Management Assistant

- Internal and external business coordination
- Project communication with headquarter and all international locations in USA, China, Turkey and Germany
- Daily office management: Cars management, travel management

10/2010 - 04/2023  
**City Reutlingen & ESB Reutlingen University** | Germany  
Freelancer: translator, teacher, business partner

- 3 languages translation for city Reutlingen
- Teach Business Chinese by ESB, Reutlingen University
- Business communication for the Chinese-European companies

09/2009 - 10/2010  
**Ansbach University** | Germany  
Freelancer: teacher

- Teaching for Asian Management

04/2004 - 10/2009  
**Oechsler AG** | Ansbach, Germany  
Business Development Manager Asia

- Built up Chinese subsidiary with manufacturing site
- Recruiting, projects transfer from Europe to China
- Subsidiary daily business controlling
- Supplier and customer management
- Registration and preparation for overseas business

07/2001 - 10/2003  
**Loba GmbH & Co. KG** | Stuttgart, Germany  
Sales Representative China

- Built up Chinese sales network
- Product analysis and preparation for China market entry
- Internship and master thesis work parallel to MBA study time

06/2000 - 06/2001  
**American Oakwood International** | Guangzhou, China  
Guest Relations Manager

- Manage all customer related issues
- Responsible for marketing and PR

08/1998 - 05/2000

**American Marriott Group** | Guangzhou, China

PR Executive

- Marketing, Press release, media management
- Event management
- Sales support

09/1997 - 08/1998

**Government foreign affairs office** | Guangzhou, China

Marketing Assistant

- International event service

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## STUDIES

01/2001 – 01/2003

**Steinbeis Hochschule** | Berlin

**International BUSINESS MANAGEMENT**: MBA

- Oral exam 1.5, Written exam 1.7

09/1993 – 07/1997

**South Central University for Nationalities** | Wuhan, China

**ENGLISH LANGUAGE AND LITERATURE**: Bachelor of Art

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## LANGUAGES

**Chinese**: Mandarin, native speaker, journalist level, C2+



**Deutsch**:

C1

**Japanese**:

B1



**English**:

C2

**Cantonese**:

C1



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## COMPUTER SKILLS

- Office package
- Outlook, Teams, Sharepoint
- Zoom
- SAP

## HOBBYS

- Singing
- Calligraphy, Photography
- Travel

*Hui Serene Momeier*

Hui Serene Momeier, Reutlingen den 09.09.2023