

# Alexander Herrmann

Business Development · Partnerships · People & Culture

**Build bridges. Ignite meaningful growth.**

Values-driven Business Development & Partnerships professional and People-&-Culture connector with 15+ years across Tech, Media, and NGOs. I integrate sales, culture, and community to create trust, momentum, and measurable outcomes.

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This overview highlights selected impact from my business-development and people-&-culture work. My current professional focus lies on human-centered HR, Talent Acquisition and People Development roles.

## Track A — Partnerships & Business Development

**Build growth ecosystems — without cold-calling pressure.**

- Identify & activate partner ecosystems (ideal customer profile, account mapping, warm introductions)
- Relationship-led BD: value story, co-marketing, co-selling, multi-stakeholder alignment
- Clear pipeline & cadence (weekly SLAs, deal health, learning loops)

**Micro-proof:** Lead volume up to **€350k/quarter** in IT B2B. Built a warm-intro motion and a shared value narrative that shortened time-to-trust and led to pilot collaborations with strategic partners.

## Track B — People & Culture · Employer Branding · Mission Ambassador

**Amplify the WE-power — inside & out.**

- Culture formats & internal comms that create belonging and clarity
- Employer-brand narrative & touchpoints (careers, LinkedIn, events) that attract the right talent
- Community building across talent, alumni, and partners — meaningfully connected

**Micro-proof:** Refreshed the employer-brand voice and a lightweight advocacy guide; applicant quality improved+engagement/retention lifted — with community-first events/content

Relationship-led growth · Shorter time-to-trust · Higher applicant quality · Stronger retention & community · Values-aligned impact

## About & Contact

Bridge-builder at heart. I connect people, ideas, and opportunities—and turn them into partnerships, culture, and results.

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**Let's map where my contribution serves your goals — book a 30-minute intro call.**