ALEXANDER HERRMANN

BUSINESS DEVELOPMENT · RELATIONSHIP BUILDING
PEOPLE & RECRUITING · SYNERGY SCOUTING

CONNECT · QUALIFY · MOVE

> **Connecting people.**
> **Understanding needs.**
> **Creating momentum.**



GOOD MOVEMENT

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I connect people, needs and opportunities – and turn them into meaningful next steps.

My professional journey brings together business development, recruiting, account development, media, communication and international experience. Today, I work at the intersection of people, business and opportunity: understanding needs, building relationships, spotting potential and turning it into forward momentum.

My approach combines a relational foundation with commercial follow-through: trust, understanding and fit – paired with prioritisation, pace, consistent follow-up and a focus on outcomes.

My experience spans publishing and key account management, B2B business development and international talent acquisition through to my current work in recruitment consulting.

CURRENT POSITION

SINCE 04/2026

FOURTEENONE Silver / Five Hunters Group · Leipzig

Recruitment Advisor · Recruiting Consultant · Business Development

- Managing recruitment and placement processes for commercial, technical and engineering roles – from intake and active sourcing to candidate presentation and support through placement.
- Conducting targeted needs-assessment conversations with management, specialist departments and HR; translating complex or still-emerging requirements into specific sourcing, selection and hiring strategies.
- Advising on and implementing various staffing solutions, including permanent placement, temporary agency staffing and fixed-fee / retainer models.
- Approaching new clients, building and developing customer relationships, and maintaining systematic follow-up beyond the initial recruitment brief.
- Recognising and qualifying additional business and advisory needs beyond recruitment; initiating cross-group opportunities in leadership development, AI / digital transformation and communication.
- Guiding candidates and clients through interviews, introductory meetings, trial work and decision processes, with an emphasis on fit, expectation management and candidate experience.

DAILY CRAFT Active Sourcing · Direct Search · Screening · Interviews · Matching · Candidate Experience · Needs Qualification · Account Development · Stakeholder Management

PEOPLE & BUSINESS IN PRACTICE

SINCE 04/2025

Good Movement · Independent Project

People Development · Narrative Design · Creative Ecosystem

- Developing structured reflection and learning formats focused on orientation, self-organisation and communication.
- Translating complex ideas and development processes into accessible narratives, questions, visual concepts and practical materials.
- Connecting people development and storytelling with extensive experience in music, culture and events.
- Developing web, content and communication concepts and implementing them digitally.

Good Movement represents a consistent guiding idea and lived approach:
bringing people together, connecting perspectives and enabling progress.

12/2024 – 03/2025

Tempton Personaldienstleistungen GmbH · Leipzig

Recruiting & Staffing Consultant

- Recruiting skilled professionals for technical and operational positions – from sourcing and outreach through interviews and qualification to placement coordination.
- Analysing client needs and aligning job requirements with clients and hiring stakeholders.
- Supporting candidates and external employees throughout the placement process.
- Managing and documenting ATS-supported processes in a fast-moving staffing environment.

01/2023 – 12/2023

Stegmann Personaldienstleistung / ManpowerGroup · Leipzig

Senior Recruitment Consultant · 360°

- Managing end-to-end recruitment for temporary staffing (TEMP / ANÜ) and permanent placement (PERM) across industrial, technical and operational roles.
- Active sourcing, interviews, job postings, social recruiting and candidate marketing.
- Acquiring new business and developing existing client accounts, including defining requirements and aligning with hiring managers.
- Referring additional client needs across the group to specialist divisions, including IT recruitment opportunities for Experis (ManpowerGroup).

02/2022 – 11/2022

Huboo Fulfilment · Bristol / Leipzig

Talent Acquisition Coordinator

- Coordinating international recruitment pipelines for the UK and EU in a fast-growing e-commerce and fulfilment environment.
- Organising and supporting assessment centres, including in Bristol; interview structure, selection support and documentation.
- Supporting candidate experience, HR processes and pre-onboarding in collaboration with HR, operations and international stakeholders.
- Adapting global employer branding and recruiting approaches to local conditions.

INTERNATIONAL LEARNING & EXPERIENCE

11/2010 – 05/2011

New Zealand

Sabbatical / international experience while employed at PRINZ Lifestyleguide · Edition Leipzig

- A multi-month leave agreed with the employer for an immersive travel and learning experience in New Zealand, followed by a return to the existing role.

11/2017 – 04/2020

India · Sri Lanka · Thailand · Bali / Indonesia

International life & learning experience

- Developing intercultural communication skills and sensitivity to different perspectives, lived realities and social contexts.
- Nine months of Thai language study and volunteer work with non-profit organisations.
- Strengthening adaptability, self-management and the ability to navigate different cultural environments.
- In-depth engagement with personal development, communication psychology, mindfulness and reflective practices.

02/2024 – 11/2024

Zanzibar / Tanzania

International learning & life experience

- A further international learning and life experience in Zanzibar, focused on cultural exchange, shifting perspectives, personal development and living independently in a new context.

For me, these international periods are not separate from my professional development; they are part of it. They have broadened my understanding of people, communication, cultural differences and diverse lived experiences in lasting ways.

BUSINESS DEVELOPMENT & DIGITAL TRANSFORMATION

10/2015 – 11/2017

innotec Marketing Leipzig GmbH (N3)

Business Development Representative · B2B Tech / Business Process Outsourcing

- Identifying, approaching and qualifying mid-sized businesses in the context of digital transformation, process optimisation and technological change.
- Discussing strategic and operational digitalisation goals with clients and qualifying the resulting business opportunities.
- Developing leads and opportunities for technology and solutions providers, including SAP, HP, IBM and Microsoft environments – with business value selling and discussions with decision-makers up to C-level.
- Positioning and explaining different solution models – from software applications and SaaS to business process outsourcing.
- Building qualified sales-pipeline potential, including opportunities of up to approximately €350,000 for QSC / q.beyond, through structured outreach and follow-up.

MEDIA · NETWORKING · PARTNERSHIPS

09/2003 – 02/2013

PRINZ Lifestyleguide · Edition Leipzig

09/2003–08/2006 Media Sales · from 09/2006 Deputy Publishing Manager / Advertising Manager

- Developing client, media and partnership relationships across Leipzig's culture, hospitality, events and lifestyle scene; building and maintaining a diverse local network of venues, businesses, creatives and cultural professionals.
- Developing and delivering events and partnership concepts to strengthen visibility and reach, including artist bookings, sponsorship and the involvement of local figures from music, fashion, art, design and lifestyle.
- Connecting commercial partnerships, urban networks and editorial communication: events as spaces for people to meet, platforms for participating partners and relevant content for the Leipzig edition.
- Media sales, key account management, revenue reporting and the development of tailored communication and partnership solutions.

My publishing and networking background still shapes the way I communicate: not simply conveying content, but understanding who it matters to, the story behind it, and how people, partners and interests can be meaningfully connected.

EARLIER CAREER

03/2013 – 04/2014

Markenrat Agenturgruppe · Leipzig

Sales & Account Development

- Key account management; identifying additional client needs and connecting them with the group's specialist agencies for digital, marketing, communication, sales and events.

04/2001 – 03/2003

WBS IT-Service · Sales Promotion / Roadshows · TYCO International / ADT Security

Sales · Customer Advisory · Promotion

- B2B and B2C sales, customer advisory and promotional activities, with a focus on new client acquisition, account development and complex products and services.

EDUCATION & PROFESSIONAL DEVELOPMENT

HR Specialist · IHK professional training · COMCAVE College, Leipzig

Recruiting · HR Processes · Human Resource Management · Employment Law · Communication

Leadership & Emotional Intelligence · Thomas Michael Institut, Leipzig

Communication Psychology · Facilitation & Dialogue · Self-Reflection & Self-Leadership · Leadership Skills

IT Systems Management Professional (IHK) · Jost AG, Halle (Saale)

Three-year dual vocational training · IT & Business Processes · Customer Advisory · Commercial Fundamentals

Further Training in Media Design · ciT GmbH, Leipzig

Including an internship at LOKAL-TV Leipzig

CORE CAPABILITIES

BUSINESS & GROWTH

Business / Account Development · New Business Acquisition · Needs Qualification · Opportunity Scouting · Pipeline Development · Follow-up · Stakeholder Management

PEOPLE & RECRUITING

Active Sourcing · Direct Search · Screening · Interviews · Matching · Candidate Experience · Talent Acquisition · Permanent Placement · Temporary Agency Staffing

RELATIONSHIP & COMMUNICATION

Relationship Building · Dialogue & Facilitation · Expectation Management · Intercultural Communication · Storytelling · Narrative Design · Audience-Focused Communication

SYNERGY & PERSPECTIVE

Cross-Industry Transfer Skills · Interdisciplinary Synergy Scouting · Cross-Functional Organizational Understanding · Multi-Perspective Thinking · Perspective-Broadening Dialogue

DIGITAL CAPABILITIES

AI & KNOWLEDGE WORK

Generative AI · AI-Assisted Research · Idea & Concept Development · Structuring and Synthesizing Complex Information

WEB & CREATIVE

WordPress · Divi Builder · Canva · TYPO3 · Adobe InDesign · Adobe Illustrator · Website & Content Management · Visual Concepts · Presentation & Positioning Materials

RECRUITING & BUSINESS

LinkedIn · Active Sourcing Tools · ATS / CRM · Digital Candidate and Client Workflows

PRODUCTIVITY & COLLABORATION

Microsoft 365 · Google Workspace · Microsoft Teams · Zoom · Google Meet · Digital & Hybrid Collaboration

LANGUAGES

German · Native | English · Fluent | Thai · Certified Language Skills | Russian · Basic

I listen, recognise connections and bring together
what has the potential to grow through collaboration.

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