

URSULA HEIMANN, PhD

Fit For Future – Strategies for Innovation and Impact

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MAIN EXPERTISE

- ▷ Strategic development, leadership and change, social innovation (startups, SME, financial institutions)
- ▷ Service and program portfolio as well as organizational development (chambers, associations, academies)
- ▷ Financial inclusion and financial literacy fostering (public and private organizations and financial institutions)
- ▷ Female Entrepreneurs and female leadership fostering
- ▷ General Management and project management, team leading
- ▷ Strategy assessment, training and workshop moderation, evaluation, research
- ▷ University teacher, speaker, active board member in associations
- ▷ Country experience: Germany – Mexico - LAC - Spain - EEUU – Belgium – etc.
- ▷ Working languages: German, English, Spanish

PROFESSIONAL EXPERIENCE

Independent Expert

- Since January 2018
- Germany, LAC, Europe

Strategic Development, Evaluation and Training

Innovative and sustainable strategies and programs for Startups and SME, financial institutions, associations, chambers and international organizations.

WSBI Advisory Services

- 1/2017 – 12/2017
- Belgium

Managing Director

Development of a service portfolio and a consulting team for the newly constituted organization, project development, project management

Constructing Opportunities for Solid Livelihoods, S.C. (SOLLIV)

- Since 07/2010
- Mexico and LAC

Managing Partner

Sustainability development, financial inclusion and financial literacy for startups and MSME; program and concept development, training, evaluation, research, design of innovative pilot projects

Sparkassenstiftung für internationale Kooperation, e.V.

- 02/2002 – 06/2010
- Mexico and LAC

Representative of Mexican Office and Project Manager

Constitution and management of the Mexican office, project development and management, constitution of the Mexican branch Fundación Alemana Servicios (FAS); assessment and training of financial institutions, financial cooperatives, associations, academies and governmental institutions

Aesculap de México, S.A. de C.V.

- 01/2000 – 01/2001
- Mexico

Personal Assistant to the General Director

Coordination for the General Director's agenda; coordination of board and sales meetings; reporting; coordination of training events for staff members

Bayerische Hypotheken- und Wechselbank

- August 1993 – March 1997
- Germany

Key Account Manager

Managing of 180 SME and private clients; financial assessment for clients; credit analysis; structuring of financial solutions

PROFESSIONAL EDUCATION

Trainee-Programm

- January 2002 - June 2002
- Savings Banks Association of Baden-Württemberg
- Stuttgart / Germany

Trainee-Programm

- August 1992 – July 1993
- German Bank Bayerische Hypotheken- und Wechselbank
- Germany

Bachelor, Master and PhD Studies

- 1984 – 1992
- Universities: Bonn, Hamburg, Mexico
- Mayor: Latin American History
- Minors: Roman Philology, Linguistics,

CONTINUOUS CAPACITY BUILDING

- ▷ **2002 – 2021:** Numerous seminars and trainings as well as self-organized studies on Startup and SME development, female entrepreneurship, social innovation, financial inclusion, financial literacy, assessment tools, organizational development, teaching methodologies, evaluation, sustainability, etc.
- ▷ **2018:** Digital Competition in Financial Services/Copenhagen Business School
- ▷ **2015:** Inspiring Leadership Through Emotional Intelligence/Case Western Reserve University Ohio/USA
- ▷ **2015:** Women in Leadership. Inspiring Positive Change/ Case Western Reserve University Ohio/USA
- ▷ **2013:** Design Thinking for Business Innovation / Darden Graduate School of Business, Virginia/USA
- ▷ **1993 – 1997:** Numerous seminars and trainings on credit analysis, sales management, risk management, balance sheet analysis, housing credits, etc.

UNIVERSITY TEACHING, MEMBERSHIPS, SPEAKING

- ▷ **Since March 2021:** Social Entrepreneurship Netzwerk Germany, SEND e.V.: active member of the Regional Group Lower Saxony
- ▷ **Since Oct. 2020:** Member of the international community FinEquity LatAm focused on fostering female entrepreneurship, financial inclusion and financial literacy
- ▷ **Since Sept. 2020:** Latin American Impact Network / Red de Impacto LatAm; active member of the Working Group for Fundraising and Institutional Relations
- ▷ **2014 - 2016:** University Teacher in Postgraduate Studies in Microfinance of the Mexican Universidad Nacional Autónoma de México, UNAM, Mexico City
- ▷ **2014 – 2016:** Member of the Board of CEDEA, a Mexican-European Network for Executive Women and female Entrepreneurs; in 2016: President of the Network
- ▷ **2010 – 2016:** Member of the Technical Committee of the Citibanamex Micro Enterprise Award
- ▷ **Since 2002:** Speaker at numerous conferences in Germany and Latin America

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