

# Michael Lennertz

**Born on March 14, 1966, in Pune, India. Nationality: German**

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## Education:

Institution [Date from – Date to]	Degree(s) or Diploma(s) obtained:
Frankfurter Allgemeine Zeitung, Frankfurt, Germany [10/1989 - 04/1991]	Zeugnis, Redaktionsvolontär (Post-graduate internship leading to editorial profession)
American University in Cairo, Cairo, Egypt [06/1987 - 07/1989]	Master of Arts, Mass Communication/Journalism
Grinnell College, Grinnell, Iowa, USA [08/1982 - 12/1986]	Bachelor of Arts, French and German Literature
Asociación Escuelas Lincoln, Buenos Aires, Argentina [09/79 – 06/82]	High School Diploma

**Languages: German, English (native levels), French & Spanish (C1 levels), Basic Arabic Colloquial**

**Skills:** Promotion of Liaison/PR Activities, Academia-Industry Relations, Advocacy & Special Interest Networking, Assessments, Skilled Labour Market Integration, Communications Manager (Concept & Campaign).

**Positions:** Industry Partnership Coordination (current), Communications & Liaison Coordination, PR Advisor/Media Consultant, Development Adviser and Consultant in International Cooperation, Editor & Correspondent.

## Key qualifications:

Establishing, maintaining and evaluating institutional and special client partnerships, PR & stakeholder relations. Extensive professional experience in designing and managing communication and awareness campaigns, projects, for international, regional and local institutions relating to international policy and/or development cooperation programmes (Strategy, evaluation, production processes, concepts in programme communications, publicity). In-depth editing/writing/drafting, presentations, and intercultural communication skills. Thematic experience in projects of education, livelihoods, decentralization, adaptation to climate change, migration, electoral support, and governance.

- Solid background in PR, diplomacy skills and facilitation at inter-cultural levels;
- Promotion, facilitation and implementation of projects/special initiatives;
- Experienced coordinator with ability to prioritize, work well under pressure and capably handle multiple tasks within tight deadlines, communication strategy and tools development;
- Extensive experience in organisation and moderating events such as workshops, conferences, meetings. In-depth work experience in facilitation and mediation; budgeting forecast and breakdown, donor relations;
- Foreign correspondent, editor and journalist (MENA region and Latin America) for one of Europe's renowned newspapers;
- Proven writing and editing skills and ability to convey complex ideas in a creative, clear, styles;
- Solid experience in coordination interventions implemented by private and public organizations;
- Experience with Allianz Legal Group RE, Falconbridge Inc. New Caledonia (Mining). Public Consultations;

## Experience in specific regions:

Country/Region	Date from - Date to	Country/Region	Date from - Date to
Vietnam	09/20 to 05/22	Mali	07/08 to 10/08
Mali/Sahel	10/19 to 02/20	Kenya, Madagascar, Timor Leste, South Africa	09/05 to 03/08
Ukraine	11/17 to 10/18	Afghanistan	07/03 to 07/05
India	01/17 to 03/17	Germany, Ivory Coast, Liberia	08/1998 to 04/02
Brussels, Ethiopia	01/16 to 06/16	Germany, Latin America	09/96 to 03/98
Morocco, Tunisia, Algeria	12/12 to 09/14	Middle East & West Africa	08/94 to 08/96
Pakistan	07/09 to 11/12	Middle East	08/1991 to 08/1994

**Publications and Seminars:** Ägypten, Weltbild Verlag, 1997; F.A.Z (Archived under full name and initial "mlz"): <https://fazarchiv.faz.net> ; UN Forum on Forest, Istanbul & UN Conference, Food and Security, Rome; Network of International Developers in Conflict and Disasters (NICD), Koenigswinter; EU NEEDS-Network of Europeans for Elections & Democratic Support, Media, Pavia; Capacity Works, GIZ Development Management, Eschborn.

**Additional information:** Falconbridge Inc. New Caledonia. Team Leader of Public Consultations (also Media Officer). Context: Aligning industry norms of extractive minerals to social & environmental impact studies.

**References:** VGU, EU, GIZ, FAZ Frankfurt, Allianz, Eunida, diverse Consultancy Groups (details upon request).

**Professional experience:**

Dates	Location	Company	Position	Description
5/24 (Current Post)	Amman & Madaba, Jordan	GJU German Jordanian University	Industrial Partnership Coordinator	<b>Fostering Strategic GJU Partnerships with Industry and Labor Markets in Germany and MENA Region</b> Within the framework of the Transnational Education TNE program of the German Government (funded by the Academic Exchange DAAD) and in close coordination with the Deanship of Innovation, Technology Transfer and Entrepreneurship, the Presidency and the Project Office at Magdeburg-Stendal University of Applied Sciences, the main objectives include the promotion of industrial links and the facilitation of technology transfer and career opportunities. Promotion of partnership to enhance academia-industry relations.
9/20 to 4/22	Ho Chi Minh City, Binh Duong Vietnam	VGU Vietnamese German University	Communications Expert Presidency, PR & Marketing	<b>Communications for the Vietnamese-German University VGU</b> The VGU, a state university founded in 2008 in close cooperation between Vietnam and Germany (lead Hessen Ministry of Science and Education), develops the strategy to implement excellent German study programs in the fields of engineering, natural science, economics and customize them to Vietnamese higher education needs. The communications advisor was recruited to support the departments and centers of VGU and its branding strategy.
10/19 to 1/20	Bamako, Mali	GIZ Mali, for the Ministry of Foreign Ministry Affairs (AA)	Communications Adviser and Trainer	<b>Stabilization and Support to the Peace Process in Mali (PASP)</b> , a project carried out by the GIZ for the Foreign Ministry, aims to strengthen the role of the government on the road to peace and consolidate efforts made to implement the regional Peace Treaty (2015). Communications intervention includes the strategic set-up for internal and external communications, the editorial oversight of content and training of project staff and key players.
11/17 to 10/18	Kyiv, Ukraine	GIZ Ukraine, for the Federal Ministry BMZ and the European Union	Adviser Visibility and PR	<b>U-LEAD Ukraine – Local Empowerment, Accountability and Development Programme (EU, Germany, Denmark, Sweden, Poland, and Estonia)</b> supports the Ukrainian decentralization reform. U-LEAD follows a multi-donor approach with the aim to promote synergies. Within the framework of the overall program communication with civil and political actors, the portfolio of the advisory included development of a communications and visibility strategy and implementation support: communications initiatives (editorial, graphic, visual, social media), networking and dialog, content development for production/dissemination, capacity development/building and management support.
01/17 to 3/17	New Delhi, Pune, India, Germany	GIZ India, for the BMZ.	Senior Consultant	<b>One World, No Hunger (BMZ) and its global programme Soil Protection and Rehabilitation for Food Security (ProSoil)</b> aims to implement sustainable approaches to the protection and rehabilitation of degraded soils. Launch and production of a newsletter as a communication tool, with the involvement of regional journalists, to increase visibility and interactively promote beneficiaries' involvement.
08/16 to 12/16	Germany, France	Independent	Editor/Writer	<b>Media and Communication in Development Cooperation and Handbook for Journalists Active in International Development</b> are (working) titles of two publications aimed at a wider audience: Research and thematic communications exchanges with peers and technical expertise.
01/16 to 06/16	Brussels, Ethiopia	GOPacom for the European Commission	Communications Officer	<b>The Joint EU – Africa Strategy (JAES) Support Mechanism II</b> aims to strengthen political dialogue and enhance cooperation between the two continents, addressing issues such as migration, climate change and peace and security. JAES focuses on the involvement of civil society, media and the private sector.
09/14	Germany, Rabat, Morocco	GIZ Morocco	Press Advisor, Competence Centre	<b>Press Awareness Campaign and Training of Reporting on Climate Change</b> Workshop moderation and interactive interviews, synthesis report and research on up-to-date climate change reporting, recommendations for media work of Competence Centre.
12/12 to 9/14	Morocco Tunisia, Algeria, Turkey	GIZ, Ministry for Economic Cooperation and Development (BMZ)	Advisor for Media and Communications	<b>Adapting Forest Policy Framework Conditions to Climate Change in the MENA Region</b> Promotion of cooperation of institutions in the region dedicated to national decision-making and implementation measures through policy advice, involving media institutions. Public awareness of environmental services, leading to broader perception and political up-grading of the issue.

Dates	Location	Company	Position	Description
07/09 to 11/12	Islamabad, Peshawar, Pakistan	GIZ, Ministry of Economic Cooperation and Development (BMZ)	Senior Media Advisor	<b>Federally Administered Tribal Areas (FATA) Development Programme</b> lays foundations for sustainable development and strengthen the service capacities of government in health, education & livelihoods. Post Conflict Needs Assessment - WB mechanism - to develop a peace-building strategy and set-up of the Independent Project Reporting (IPR) in conflict areas. Established a Journalism Training Centre and curriculum for University of Peshawar.
07/08 to 10/08	Bamako, Mali	CIGEM / EUNIDA / GIZ (European Commission)	Technical Assistant	<b>EU – CIGEM (Centre d'Information et de Gestion des Migrations)</b> aiming to support the formulation of a migration policy and create awareness of the phenomenon stressing legal migrations and highlighting the dangers of illegal migration. Inauguration of an information centre, design of communications strategy for migrations and its implications in Western Africa, managed the overall organisation of international event (communications) inauguration.
02/08 to 05/08	Pretoria, South Africa	Aide a la Decision Economique ADE / EC	Team Leader, Report Editor	<b>EU-Report on the Development Cooperation in South Africa</b> to present an overall report linking major development trends to specific activities of the EC. Editor of EU-Report of the Delegation in South Africa.
11/06 to 01/07	Dili, East Timor	EU/GIZ IS (Min. of Labour and Community Reinsertion)	Deputy Team Leader, Communications TA	<b>EU Technical Assistance to the National Dialog in Timor-Leste</b> supporting the peace process between key East Timorese stakeholders and the population. Provision of organizational and concept support to radio-based promotion of community dialogues and peace building initiatives (civic education), electoral awareness with UN & EU.
05/06 to 10/06	Nairobi, Kenya	EU/GIZ for African Union / Inter African Bureau for Animal Resources	Media Coordinator	<b>Support of the Communication Activities at African Union / IBAR</b> of the EU funded "PACE" (building capacities to establish sustainable systems for surveillance and control of animal diseases, putting the emphasis on institutional communication in trans-boundary diseases (FMD & the Avian Influenza). Developed the communication strategy for the AU. Support in capacity building, analysis of surveillance methods for public broadcast.
09/05 to 03/06	Antananarivo Madagascar	EU/Channel Research (National Electoral Council, Ministry of Interior, Constitutional Court and Civil Society)	Communications Consultant	<b>EU Support Mission to the Electoral Process in Madagascar</b> providing juridical assistance to the Supreme Court, strengthening the capacity of the CNE and the Interior Ministry in electoral organization. Led the outreach initiative, integrating NGOs in civic education programmes, implemented a public communication and media strategy for the CNE based on stakeholder analysis (national radio& TV, private media, civil society, parties etc.). Developed the project planning for further EU assistance, facilitation at EC-Ministry negotiations.
09/03 to 07/05	Kabul, Afghanistan	GIZ IS (for World Bank) Ministry of Rural Rehabilitation and Development - MRRD)	Head of NSP Communications Department	<b>National Solidarity Program – NSP</b> to support the reconstruction/development of rural communities, promote the ability of communities to plan, manage and monitor their own projects. Managed the communications component to build awareness and mobilize communities, public organizations, the private sector and NGOs to engage in participatory development. Creation a national NSP promotion strategy, production and disseminated of tailored media programs (radio, TV, print), HR, NGO coordination, monitoring and impact analysis, and financial planning. Speech writing and concept development at ministerial and diplomatic levels. Production of a popular soap opera ("Let us build our village"). Department was World Bank rated "excellent".
04/03 to 05/03	Kigali Rwanda	EU Observation Mission to Rwanda	Long Term Observer (LTO)	<b>EU Election Observation Mission (EOM) to Rwanda.</b> Briefing seminars in Kigali & evaluations of electoral procedures, poll & election checks, reporting.
11/02 to 02/03	Madagascar	Channel Research (today The Palladium Group)	Electoral Media and Communications Consultant	<b>EU Support to the Elections in Madagascar/TA to National Electoral Council</b> to help consolidate stability after crisis following the disputed outcome of the presidential elections. Developed new image of CNE after constitutional crisis based on press liaison, public events & information programmes with own electoral/civic education.
08/98 to 04/02	Ivory Coast, Liberia, Germany	Allianz Legal Group	Project Manager	<b>Research and Investigation Mission, Allianz AG Legal Counsel Group</b> for the investigation of an ocean marine cargo insurance claim for the Allianz and its legal partners to clarify the conditions under which damages occurred to insured freight off Liberia during the ECOWAS blockade. Witness coordination, diplomatic and consular liaison.
09/96 to 03/1998	Argentina, Germany	Frankfurter Allgemeine Zeitung – F.A.Z.	Correspondent for Latin America	<b>Foreign Correspondent and Coverage for the Political &amp; Economic Sections and Institutional Representation of Germany's daily:</b> Coverage of political, economic and social events, analysis and networking.
08/91 to 08/96	Middle East, West Africa	FAZ, Internationaler Reportage Dienst IRD	Correspondent (F.A.Z. and IRD)	Extensive coverage of the Middle East and conflicts in Algeria, Lebanon, West Africa, simultaneously, coordination and management of the press agency IRD (articles for German language papers). Freelancing from Beirut, Cairo.

