

My Piece of XING



Name: Nelly Liebrecht

Position: Market Development GCC

What's the name of your Piece of XING? I am regional manager for GCC (Gulf Cooperation Council) countries and Egypt, working from Dubai. The GCC trading block includes countries such as United Arab Emirates, Qatar, Saudi Arabia, Bahrain, Kuwait and Oman.

Who's in your team? Officially, I am part of the Market Development team led by Karsten Elbrecht. In practical terms I am in charge of regional market development for the above mentioned countries. You could call me a "one-woman team".

What do you produce and how do you measure your achievements? I produce the organic growth of XING in GCC countries and Egypt, making XING an everyday tool for business professionals in this part of the world. The results can be measured by total numbers of new basic and Premium Members - and remember, numbers don't lie! Last year, we started rolling out the XING Ambassador program in the GCC region, with the aim of repeating the success story "XING in Dubai" in neighboring cities. As a result, XING regional online communities have been created and offline XING Live events organized in Riyadh, Jeddah, Qatar, Bahrain and Cairo, making the XING networking experience exiting and relevant for a particular cultural context. Apart from setting up the Ambassador program I am also involved in cultivating relationships with the press, negotiating marketing partnerships with online and print media and placing other XING products, such as "PremiumWorld" and "Marketplace", in my territory.

Who do you support and how do you know you're keeping them happy? First and foremost I am there for XING members, making sure they have the best networking experience with XING, both online and offline. Also, I am there for XING Ambassadors in GCC and Egypt, guiding, sharing and coaching them on all matters related to regional community development. Internally, my key role is to support the market development team, making UAE statistics look good. Also, there are lots of exchanges taking place between XING GCC and XING Corporate Communication, Marketing and Corporate Development divisions in Hamburg.

What are you most proud of in your „Piece of XING"? It is a great feeling to know that the XING professional community in Dubai has become part of the business culture in this spectacularly booming city. It is music to my ears to hear from XING members in Dubai that XING Live Business Networking events have become the "talk of the town"!

What is the best thing you have done so far in 2008? I am very proud of the fact that XING enjoys market leader position in Dubai.

I like spending my lunch breaks with ... an interesting person or potential client; ideally both;-). I follow the motto "Never have lunch alone!"

My team is particularly special because ... they are 6,000 kilometres away from me; we see each other twice a year, but still can work together as an excellent team!

For me, working here is ... like having a chance of pursuing my hobby 24/7, because my work is my hobby and my hobby is my work. Really!

My perfect day at XING would start with ... a phonecall from my dear colleague Miriam. In a perfect week, this would be first thing in the morning on my first working day. This never happens, however, because in Dubai the normal working week starts on Sunday (and ends Thursday), and the normal working day starts at 5 a.m. Central European Time!