

Thomas Krän

- INSEAD MBA, Fontainebleau
- Stockholm School of Economics, major in Marketing
- Georgetown Summer School, Washington, D.C.
- Sales, Product and Marketing management mainly in Consumer Goods and textiles Playtex: Scandinavia, France and Europe and Levi Strauss & Co: France and Europe
- Independent Consultant since 2000
- Certified Global'Ease Trilingual Trainer in 'Working in an Intercultural Environment'
- Teach Managing Cultural Differences and Global Presentation Skills at the University of Paris since 2008
- Guest Professor at HEC Paris, Centrale Paris, Stavanger University and University of Technology Sydney teaching Managing Cultural Differences
- Certified Facilitator, Team Dynamics, Airbus Group

Focus of consulting and training work

- Business Development between Sweden and France
- Developed a methodology for teaching the basics of Intercultural Management
- Work as Train the Trainer and as Trainer for Managing Cultural Differences, MCD
- Team Building
- Team Starting
- Team Building for factory employees
- Customized workshops
- Leadership/Management training

My message

- No question is stupid. Ask questions. Ask more questions, however, try to respect the culture of your counterpart.
- See things from the others' point of view, not only your own
- The Customer is King (and can be challenged)
- The two signs for crisis in Chinese say Danger (wei) and Opportunity (ji)
- "The lucky ones are those who succeed with everything, the unlucky ones are those who are hit by everything" (Eugène Labiche)

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