



EICHENHORN

COACHING · TRAINING · MODERATION

Curriculum Vitae



I am Ulrike Berlenbach, founder and owner of Eichenhorn.

My professional passion: to discover and reactivate with you your hidden resources and the potentials of your team and your enterprise as well.

Misses Nutcracker

For good reason the squirrel is the heraldic animal of my enterprise. Contrary to a well-known popular belief the intelligent strong and skilful omnivore does not feed itself hard. In their territories which can be up to 45 ha (45.000 m²) squirrels collect berries nuts and seeds as well as mushrooms fruits worms snails or bird's eggs. They move quickly and precisely and they can cover distances of four to five meters with a single jump.

Especially ingenious is their learned behaviour which lets them crack any nut however hard it may be: First they gnaw a small hole in it then they break open that hole with their lower incisors.

One point about a squirrel: until winter it could happen that it has forgotten where it has hidden all those many energy reserves...

Music as a source of power

Even as a child I had to understand that language and communication is used to control – but also that I was able to feel a difference between me and other people. Encouraged by this strength I could keep my ground by different languages speech and speaking.

When words didn't help music gave power to me: Making music and listening to music that's a bridge to my inside and a source of strength to me until today. When I was a child I went to a music school and learned to play the piano and to sing. As a teenager I always had a radio nearby.

Later on I played in a band and finally I worked as a DJane in my Resident Club – during training and studies even professionally. Yes, there was a time I nearly took another way...

Consistent change

There is nothing in life I know better than changes.

After my graduation in school I first went to a technical college for wine growing. At that time I was the only woman in a male domain.

As I did not want to marry into a winery I decided against vineyard and winery and studied Business Management with focus on Marketing, Human Resources and Financial Controlling.

As my first station in career I chose some kind of exposure therapy: I wanted to learn something I did not really like nor could do very good. So I worked in the Financial Department of a Japanese logistics company. Japanese culture is fascinating to me since that time and I did learn a lot from that: About the holistic way of life according with Zen and Zappa.

Besides my profession I studied on Psychology at an open university.

After two years I returned to my original field which was Marketing and worked as Conceptions and as Account Executive in a renowned Advertising agency.

Next step was to bundle up my competences regarding Winery and Marketing: As the Managing Director of an agency for Wine Marketing I was responsible for Marketing of about 500 winegrowers from one of the best known wine regions in Germany for several years.

Following this there were some more stations in marketing, enterprise communication and public relations, among other things in IT, for a large association and in my own agency, before I finally decided for my passion to support other people in developing of their talents and activating their very own stimulating forces.

At the V.I.E.L.[®] Institute for Coaching and Training in Hamburg I completed a two years training to become a certified Executive Coach according to the standards of the German Association for Coaching and Training.

I am certified according to the quality principles of the DVCT and committed to its Code of Ethics.

I got my first experiences as Executive Coach in the 1990s with the support of my American coach and mentor, one of the leading coaches in the USA.

Since several years I am working successfully with Executive Managers in Marketing, Advertising, IT, Commerce, Finance, Media and Publishing, Beauty and Wellness.