

HESTER L. APPOYER

Connect – Communicate – Co-Create



I've been busy with

Corporate training, coaching and English teaching with

- **international working and training experience** (South Africa, India, South East Asia, Austria, Germany and Central Eastern Europe)
- a proven professional track record in **training, mentoring, facilitating, business coaching & translating** (German to English) as well as **marketing/sales** in the finance, construction, public, pharmaceutical, cosmetic, and tertiary education sectors.
- experience on "both sides" – having a boss and being a boss
- 3 languages

Her-story

My career started in the early 80s in South Africa. I was involved in **sales, marketing, and training** in the international Beauty/Cosmetic and Pharmaceutical sectors I worked my way up from sales rep to regional manager. In my mid 30's I relocated to Kuala Lumpur; Malaysia and held the position of **Head of Dept. Marketing and Business Management** at the Olympia Business School (Petaling Jaya). I worked with many professionals and school leavers from South East Asia and Northern Africa. In my 40s I was invited to Austria and after a few months **I started my own language institute SALT – Skills and Language Training**. My first corporate client(s) (and breakthrough) was management at Generali Versicherung AG. SALT held a **100% pass rate for the B2 and C1 Business English Certificates** with the British Council. SALT boomed after that and maintained that quality and service standards! Between 2003 and 2015 I continued advancing my personal and professional development. Towards the end of 2015 I relocated to India and took time off to focus on writing a book and to participate in complimentary studies and courses.

In numbers, my experience looks like 60 000+ hours with,

- 60% of my activities centered on coaching and training (corporate, colleges and universities; SA, SEA, India, CEE and EU),
- 30% being executive coaching, consulting, and conflict resolution; and
- 10% is dedicated to talks and presenting.

I support others in designing and achieving their personal achieving

- **personal mastery**
- **clarity in communication** - presentation, leading in discussions, rhetoric/argumentation, and negotiation
- **language acquisition**
- **intercultural savvy** - cross-cultural communication and collaboration strategies
- **team alignment** and development across borders;
- creating and implementing bespoke **training solutions**.

Personal Details

Surname	Appoyer
First Name	Hester Lucia
Nationality	South African with permanent residency in Austria
Contact Number	+43 6644861405
Email	hester@salt-pro.com
Languages	English (Native Speaker); German (Fluent 2 nd lang.); Afrikaans
Self-Employed Profile	SALT – Skills and Language Training 2002 to date Communication Coach and Trainer; Executive Coach <ul style="list-style-type: none">▪ Speaker, Business and Life Coach, Trainer, Facilitator and Mediator▪ Pitch, Presentation and Voice Strategist▪ Business English Trainer – 2nd language proficiency coaching for business purposes.▪ Translator (German to English) & Proofreader
Qualifications	<ul style="list-style-type: none">▪ Fit for Leadership (Neuro-Leadership) – Trilog - Vienna▪ Trainer - Neuroscience – NLP Akademie – Vienna▪ Dipl. Life and Social Counselor – IL Institute - Vienna▪ Certified Systemic Coach – IL Institute - Vienna▪ Certified Coach – IL Institute - Vienna

Projects/Support

- Certified with the London Chamber of Commerce Institute (Business English) and CELTA (Cambridge English Language Teaching for Adults).
- Management and Sales Training – MAST College SA
- Dipl. Marketing Management – Damelin College SA
- Dipl. Beauty Therapy – Technikon SA
- Ayurveda – Holistic Healing – Aithein Academy, India
- Identifying, designing and integrating in-company training programs.
- Managing of Trainer Pool, group coordination and administrative support for HR and Training Departments.
- Collaboration with British Council, Vienna for Cambridge Examinations

Clients & Companies (References available):

My “learners” have been culturally unique and diverse ranging from self-employed, college and university students, academics and executives at various levels including CEOs and board members such as Werner Hartmann, MD; Dr Karl Stoss CEO; Dr. Martin Sturzlbaum, CEO; Dr Astrid Kratschmann, BM; Sonja Sarközi MD and Dr Josef Fiala, MD.

- **BAWAG PSK AG** (Cerberus Capital Management and Golden Tree Asset Management LP) with its independent direct bank subsidiary Easybank
- **STARKRAFT AG** International Pulp and Paper
- **The Austrian National Bank** (Österreichische National Bank)
- **The Erste Bank Holding Group** with subsidiary **s-Bausparkasse**
- **The Austrian Chamber of Commerce** (WKÖ)
- **ABA** – Austrian Business Agency
- **GENERALI Versicherung AG** and Europäische Reiseversicherung - ERV
- **ASFINAG** – Austrian Roads and Traffic Networks
- **VETMEDUNI** – the Veterinary University of Vienna
- **ITCA** – IT Certification Academy – South Africa

Partners:

- KMU Akademie and Management AG - Linz
- Schule des Sprechens – Tatjana Lakner - Vienna
- Trilog – Gabriela Riedl – Vienna
- STRABAG; BAWAG; s-Bausparkasse HR Departments