



# Susanne Madee

FREELANCE EVENT MANAGER & LOCATION SCOUT.

## PROFESSIONAL EXPERIENCE

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02/1999 – present

### Undercover Agents, Munich Event Manager & Location Scout

- Specialist in participant management and backend system administration
- Senior Project Manager event management
- Global venue and hotel sourcing
- Supplier management and project logistics
- Budget planning and management
- Host and staffing management

11/2005 – 06/ 2006

### FIFA World Cup Travel & Event Regional Director South

- Managed a team of 20+ staff
- Directed incoming operations for 100+ incentive and VIP groups (13,000 guests)
- Transportation logistics and procurement
- Project management, workforce planning
- Purchasing and contract negotiations
- Overall responsibility for FIFA World Cup incoming operations in Southern Germany

07/1995 – 02/1999

### Fiala Incentives & Events, Salzburg Senior Project Manager

- Built and expanded the event department
- Managed 100+ incentive programmes and events in Austria and abroad
- Business development for incoming and outgoing clients

04/1994 – 12/1995

### No Limits Event Agency, Salzburg Founder & Owner

- Successfully organised a charity event that achieved a *Guinness World Record* for the "World's Longest Catwalk" in Salzburg
- 300 models and more than 2,000 visitors
- Planned and produced numerous fashion shows and incentive programmes
- Event hosting and moderation, PR

02/1994 – 05/1994

### African Safari Club, Basel/Switzerland Marketing Manager Development

- Fixed-term project assignment
- Developed cruise and safari products for incentive travel and corporate clients
- Six-week project assignment in Kenya

## PERSONAL DETAILS

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### ADDRESS

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### DATE OF BIRTH

January 28, 1969



[XING](#)



[LINKED IN](#)

## CURRICULUM VITAE – 2

|                   |                                                                                                                                                                                                                                                                                                                                                                                                 |
|-------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 06/1993 – 01/1994 | <b>Club Montée, Freilassing</b><br><b>Senior Project Manager Business Events</b> <ul style="list-style-type: none"><li>- Specialised tour operator for adventure travel and outdoor programmes</li><li>- Established corporate marketing, PR</li><li>- Business development in all markets</li><li>- Concept, project management and delivery of team-building and outdoor programmes</li></ul> |
| 01/1992 – 06/1993 | <b>Incentive Journal, Hofheim/Taunus</b><br><b>Marketing Manager &amp; Press Relations</b> <ul style="list-style-type: none"><li>- Marketing and client acquisition</li><li>- Research and editorial writing</li><li>- Venue and destination research</li><li>- Managed and developed an industry publication for event agencies</li><li>- Layout coordination and print production</li></ul>   |
| 1990 - 1992       | <b>Lancaster Group AG, Wiesbaden</b><br><b>Marketing Coordinator</b><br><b>Assistant Art Director</b> <ul style="list-style-type: none"><li>- Marketing campaigns, product presentations and event coordination</li><li>- Coordination of advertising campaigns</li><li>- Managed photographers and promotions</li><li>- Marketing analysis and reporting</li></ul>                             |
| 1990              | <b>CPM Cosmetics, Switzerland</b><br><b>Personal Assistant to CEO</b> <ul style="list-style-type: none"><li>- Relationship marketing, planning of perfume boutique openings</li><li>- Event coordination and advertising support</li></ul>                                                                                                                                                      |
| 1987 - 1989       | <b>Lee Cooper Group PLC, Dreieich</b><br><b>Personal Assistant to CEO</b> <ul style="list-style-type: none"><li>- Reporting and controlling support</li><li>- Marketing and advertising</li><li>- Coordination of fashion trade fairs</li></ul>                                                                                                                                                 |

## EDUCATION

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|-------------|----------------------------------------------------------------------------------------------------|
| 1985 – 1987 | <b>Bénédict School of Languages</b><br><b>State-Certified Foreign Language Correspondent (IHK)</b> |
| 1985 – 1987 | <b>Gerhart Hauptmann School</b><br><b>Secondary School Certificate</b>                             |
| 1979 - 1985 | <b>Georg Büchner Grammar School</b><br><b>Transferred to secondary school</b>                      |

QUALIFICATIONS

|                             |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
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| Languages                   | <ul style="list-style-type: none"><li>- German (native)</li><li>- English (full professional proficiency)</li><li>- French (advanced)</li><li>- Spanish &amp; Danish (basic)</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| Technical Skills            | <ul style="list-style-type: none"><li>- MS Office Suite (advanced)</li><li>- Event registration and participant management platforms</li><li>- Backend systems and database operations</li></ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| Professional Certifications | <ul style="list-style-type: none"><li>- <b>Emergency Medical First Responder (SanH)</b><br/><i>BRK, 48 hrs. (certified 1/2025)</i></li><li>- <b>Crisis Intervention Training PSNV-B</b><br/>Psychosocial emergency support, psycho-traumatology, simulations, operational shifts<br/><i>KIT Academy, 96 hrs. (certified 4/2025)</i></li><li>- <b>Awareness Qualification</b><br/>Concepts for large-scale events, psycho-traumatology &amp; de-escalation techniques, emergency medicine fundamentals, operational procedures &amp; safety culture<br/><i>KIT Munich, 24 hrs. (certified 3/2025)</i></li><li>- <b>Hygiene &amp; Infection Control Officer for Event Venues (Vabeg)</b><br/><i>TÜV Saarland, 16 hrs. (certified 7/2020)</i></li></ul> |

VOLUNTEER EXPERIENCE

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|-------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 03/2026 - present | <b>Make-a-Wish Germany<br/>Wish Volunteer</b> <ul style="list-style-type: none"><li>- Organise and deliver wishes for children and young people with critical illnesses</li></ul>                                                                                                                                              |
| 09/2020 – present | <b>Münchner AIDS-Hilfe e. V.<br/>Psychosocial Support Worker</b> <ul style="list-style-type: none"><li>- Assisting vulnerable LGBTQ+ individuals in a supported living facility</li><li>- Daily living assistance and crisis support</li><li>- <b>Part-time position (20 hrs./month)</b></li></ul>                             |
| 03/2003 – present | <b>CSD München GmbH (Munich Pride)<br/>Guest Management</b> <ul style="list-style-type: none"><li>- VIP guest admission at <i>Rathaus-Clubbing</i></li><li>- Until 2024: Guest management for main stage and CSD information booth</li><li>- Until 2023: Recruiting, scheduling and coordination for 300+ volunteers</li></ul> |

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|-------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 01/2024 – 11/2025 | <b>ASB Kreisverband München</b><br><b>Crisis Intervention Team (KIT)</b> <ul style="list-style-type: none"><li>- Crisis intervention following sudden deaths and major emergency incidents</li><li>- Psychosocial emergency support for affected persons, operational crisis response</li></ul>                      |
| 03/2025 – 11/2025 | <b>ASB Regionalverband München</b><br><b>Awareness Team</b> <ul style="list-style-type: none"><li>- Awareness support at large-scale events and support for attendees affected by harassment, discrimination or violence</li><li>- De-escalation and promotion of respectful, inclusive event environments</li></ul> |
| 08/2022           | <b>European Championships, Munich</b><br><b>Volunteer Team Lead - Side Event Area</b> <ul style="list-style-type: none"><li>- Managed the <i>Königsplatz</i> side event area</li><li>- Coordinated exhibitors and volunteers</li></ul>                                                                               |
| 03/2003 – 10/2022 | <b>Münchner Freiwillige e. V.</b><br><b>Support for Ukrainian Refugees</b> <ul style="list-style-type: none"><li>- Accommodation placement, coordination and assistance with housing</li></ul>                                                                                                                       |
| 05/2014 – 05/2018 | <b>Miscellaneous Refugee Support Projects</b><br><b>Relief &amp; Logistics</b> <ul style="list-style-type: none"><li>- Initial reception centres (<i>Bayernkaserne &amp; Dennisstraße</i>)</li><li>- ZOB Angels and VolksKüche (food relief)</li></ul>                                                               |
| 08/2016           | <b>Team Bayern e. V.</b><br><b>Flood Relief in Simbach</b> <ul style="list-style-type: none"><li>- Assisted with clean-up operations</li></ul>                                                                                                                                                                       |
| 08/2002 – 07/2010 | <b>Nurseries &amp; Primary School</b><br><b>Parents' Council Member</b>                                                                                                                                                                                                                                              |
| 05/2001 – 06/2002 | <b>Refugee Accommodation, Munich</b><br><b>Girls' Group Leader (ages 10-13)</b> <ul style="list-style-type: none"><li>- Leisure activities and psychosocial support for girls with challenging life circumstances</li></ul>                                                                                          |
| 1983 – 1988       | <b>Volunteer Fire Brigade, Griesheim</b><br><b>Active Firefighter and Head of Children's Fire Brigade</b> <ul style="list-style-type: none"><li>- Children's Fire Brigade instructor (ages 10-12)</li><li>- Operational firefighter (1986-1988)</li></ul>                                                            |