

## Melanie Martinelli

Consultant



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Having grown up in the tri-national area of the Upper Rhine, Melanie chose to join a unique community of learning in the three neighbouring countries, Germany, France and Germany. An International Business Management course conducted in German, French and English allowed her to acquire the necessary theoretical and practical skills needed in today's global world. Throughout her studies and various internships, Melanie developed a strong interest in intercultural team work as well as its benefits and challenges.

Her Diploma Thesis, "Managing Cultural Differences – A Key To Successful Offshore Collaboration" won the Prix Bartholdi award and opened the door to an exciting career start at Aztecsoft Limited, a Bangalore based offshore product engineering company. As the Business Development and Account Manager for Continental Europe, Melanie was responsible for Sales & Marketing activities, facilitated cooperation with potential business partners, managed the Europe lead generation team, and designed & conducted intercultural seminars as well as offshore project management workshops to enhance collaboration and communication in Aztecsoft's multinational and virtual project teams.

Today Melanie is the Co-Founder and Director of of Let's bridge IT (Bangalore) Pvt. Ltd as well as Let's bridge IT GmbH in Switzerland. As the name suggests, the focus & activity areas of Let's bridge IT mainly evolve around managing and supporting offshore development projects in the field of software and IT services. Building bridges between IT companies around the globe, one key aspect of LBIT's service offering includes intercultural trainings & communication workshops. Amongst others Melanie has delivered programs for Siemens, SAP, GM, UBS, IBM, SAIPEM, LG, Infineon and Texas Instruments.

Melanie is also a guest lecturer at the University of Applied Sciences Northwestern Switzerland, the University of Applied Sciences Neu-Ulm (Germany), the University of Applied Sciences in Colmar (France) and the Indian Institute of Planning and Management in Bangalore teaching cross-cultural management & communication.

### Mini Bio

- Melanie is a specialist in cross cultural management and communication working with multi-national organisations in Europe and India. She is also a visiting lecturer at universities in Switzerland, Germany, France and India.

### Qualifications

- Betriebsökonomin (FH)
- Diplom-Betriebswirtin (BA)
- Maîtrise Commerce et Vente (Master Equivalent), Université de Haute Alsace Colmar