

# Olaf Kellerhoff

Creator | Consultant | Coach



Born August 10<sup>th</sup>, 1970  
Married, two children  
Reserve Officer: Captain

## Profile

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### Professional

- \* Executive Coach and Strategic Consultant
- \* International Leadership and Mission Experience
- \* Islam and International Relations Expertise
- \* Political Analysis and Strategic Communication
- \* Several new conceptualizations and implementations
- \* Cross-sectoral Work & Thinking

### Personality Traits

- \* Strategic & Creative Thinking
- \* Resilient & Supportive
- \* Cross-cultural sensitivity

## Achievements

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- \* How can I support you? And it will be an achievement for both of us.

# Professional Experiences & Missions

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- Today  
–  
May 2020
- 3C – Coaching UG (Ltd. Liability)**  
**Founder & CEO**, Berlin
- \* Executive Coaching (Transformational & Hypno)
  - \* Marshall Goldsmith Stakeholder Centered Coach
  - \* Hogan Assessment Certified
  - \* Strategic & Organizational Consultancy
  - \* On- and Offline Workshop Facilitation
- Mar. 2016  
–  
Sep. 2013
- Friedrich Naumann Foundation for Freedom**  
**Country Director Morocco**, Rabat
- \* Leader of 8 team members
  - \* Strategic Orientation & Reinvention of branch
  - \* Office & Team Restructuring and Reorganization
  - \* New Office and New Corporate Design
  - \* Acquisition of new projects
  - \* Team & Partner Trainings for higher effectiveness
  - \* New publication and event for German audiences
- Feb. 2016  
–  
Sep. 2013
- Friedrich Naumann Foundation for Freedom**  
**Head of Asia & Human Rights Dep.**, Potsdam
- \* Leader of 3 team members
  - \* Timely Monitoring & Controlling of Asia projects
  - \* Tapping into new audiences by new event formats
  - \* Impulses for foundation-wide initiatives
  - \* Acquisition and consultancy of new partners
- Aug. 2013  
–  
Aug. 2008
- Friedrich Naumann Foundation for Freedom**  
**Country Director Pakistan**, Islamabad
- \* Leader of 8 team members
  - \* Annual budget increase & new projects
  - \* Creation of Web and Social Media, own TV-series
  - \* Tenfold increase and systemization of bonding
  - \* Strategic reorientation and set of new partners
  - \* Development of multilevel training concept
  - \* Professionalization of Office Organization
  - \* Introduction of high quality publication series
- July 2008  
–  
Aug. 2007
- Research Travel by Motorbike**  
**Self-employed Researcher**, MENA region
- \* 14 countries, 15.000 km
  - \* 1 flat tyre, 1 crash, 1 accident
  - \* Essay and content table of PhD thesis established
- June 2007  
–  
Jan. 2007
- UNIFIL / Maritime Task Force 448**  
**Foreign Area Specialist**, Flagship (Eastern Mediterranean)
- \* Political and cultural consultancy of Cdr Task Force and HQ
  - \* Training and Sensitization of soldiers
  - \* Establishment of basic study material
  - \* Analysis of open sources (engl./french/arabic)

- Mar. 2006  
–  
Oct. 2005
- ISAF / CJPOTF**  
**Chief Target Audience Analysis**, Kabul
- \* Leader of 2 officers, 6 international, 35 locals
  - \* Annual budget 1,8 Mio €
  - \* Established ISAF own polling system and focus groups
  - \* Training and Manual for TAA staff in ISAF
  - \* Regular analysis on Afghan target audiences
- Apr. 2003  
–  
Feb. 2003
- ISAF / HQ**  
**Political Advisor**, Kabul
- \* Support of civilian pol. advisor of ISAF commander
  - \* Dialogue with national elites and int. organizations
  - \* Contributions to Military Manuals for Afghanistan
- Oct. 2002  
–  
July 2002
- ISAF / Kabul Multinational Brigade**  
**Head of Foreign Area Advisory Group**, Kabul
- \* 1st establishment of Advisory Group in Afghanistan
  - \* Political and cultural consultancy of Cdr and HQ
  - \* Training and Sensitization of troupes
  - \* Dialogue with political and religious leaders
  - \* Initiating dialogue forum with Imams of Kabul
  - \* Publishing of basic study material
- Feb. 2002  
–  
Sept. 2001
- KFOR / HQ**  
**Political Advisor**, Prishtina
- \* Concept Development „Political Advisor“
  - \* Support of civilian pol. advisor of ISAF commander
  - \* Dialogue with political and religious leaders
  - \* Regular Reports and Analysis
- Aug. 2000  
–  
July 2000  
Mar. 2000  
–  
Nov. 1999
- KFOR / MNB-S / Foreign Area Advisory Group**  
**Foreign Area Specialist**, Prizren
- \* Contribution to Concept Development of Advisory Group
  - \* Dialogue with religious and political leaders
  - \* Foreign Area Analysis Reports
  - \* Trainings and Sensitization of Troupes
- Nov. 1999  
–  
Aug. 1999
- KFOR / MNB-S / MAZ&More**  
**Editor, Photographer and Layoutman**, Prizren
- \* Research, Writing and editing of articles
  - \* Layout of weekly newspaper
  - \* Photo shoots and Processing
- Dec. 1993  
–  
Aug. 1993
- UNOSOM II / CIMIC**  
**Staff soldier**, Belet Huen
- \* Military Staff Services in 1st CIMIC unit of Armed Forces
  - \* Supervision of Federal Armed Forces Food for Work Progr.
- Feb. 1992  
–  
Nov. 1987
- Kreisnachrichten**  
**Freelance Journalist & Photographer**, Nagold
- \* Research and writing of articles
  - \* Photo Shoot and Processing

## Education & Training

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2006 – 1995	<b>Hamburg University</b> <i>MA in Islamic and Political Sciences</i> , Hamburg Thesis: Transformation of the Transitional State of Afghanistan
1995 – 1994	<b>University Mohamed V.</b> <i>Visiting Student and Language Course</i> , Rabat Arabic Language Course, Bochum/Damaskus
1994 – 1992	<b>Federal German Armed Forces / 1<sup>st</sup> Airborne Division</b> <i>Paratrooper, Press &amp; Public Relations</i> , Calw/Bruchsal
1992 – 1989	<b>Photo studio Taube &amp; Deutschmann</b> <i>Apprentice of Photography</i> , Nagold
1989 –	<b>Otto-Hahn-Gymnasium</b> <i>Abitur</i> (university entrance diploma), Nagold

## Further Trainings

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2020	<b>Hogan Assessment</b> Certification Course	2016	<b>Int. Academy for Leadership</b> Strategic Planning for Pol. Parties
2020	<b>Marshall Goldsmith</b> Stakeholder Centered Coaching	2013	<b>Friedrich Naumann Foundation</b> Change Management
2020	<b>Marshall Goldsmith</b> Global Leader Assessment	2011	<b>NLP &amp; Coaching Academy</b> NLP Practitioner
2020	<b>Marshall Goldsmith</b> Triggers	2008	<b>E-Academy</b> Online Marketing
2019	<b>Speech Republic</b> Sprech Training Workshop	2008	<b>Theodor Heuss Academy</b> Workshop Facilitation
2018	<b>Mindsource</b> Systemic Hypno-Transform. Coach	2008	<b>PolCon</b> Strategic Consultancy
2017	<b>konsens-management</b> Lego Serious Play (™) Facilitator	2004	<b>UN/Scuola Sup Sant'Anna</b> Disarmement, Demobilization and Reintegration
2016	<b>Inst. für Managementberatung</b> Balanced ScoreCard	2004	<b>Center for Int. Peace Ops</b> Basic Training Course

## Extracurricular

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2007 – 2000	<b>GE Armed Forces Leadership Academy</b> <i>Intercultural Trainer</i> , Hamburg
2005 – 2003	<b>Hamburg University / Study group: Causes of War</b> <i>Desk Officer Afghanistan</i>
2004 – 2003	<b>Hamburg University / Asia Africa Institute</b> <i>Tutor and Conceptionalist</i> „Innovative Tutorial for Students“
1999 – 1997	<b>Near and Middle Association</b> <i>Desk Officer Turkey and Central Asia</i> , Hamburg
1999 – 1998	<b>Der Islam</b> (Academic Journal) <i>Editorial Employee</i> , Hamburg
1998	<b>Orient Institute of the German Oriental Society</b> <i>Library Internship</i> , Istanbul

## Language Skills

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<b>German</b> Mother tongue	<b>English</b> Business Fluent	<b>French</b> Business Fluent
<b>Spanish</b> Good	<b>Turkish</b> Good	<b>Arabic</b> Fair
<b>Persian</b> Basic	<b>Urdu</b> Basic	<b>Albanian</b> Basic
<b>Ottoman</b> University Degree	<b>Latin</b> Advance Proficiency Cert.	

## Interests

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<b>Sufism</b>	<b>Sports</b>	<b>Motorbike</b>
<b>Meditation</b>	<b>Applied Kinesiology</b>	<b>Opera</b>

# Publications

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## Books

**222 Ideas.** A collection of Best Practices. Potsdam, 2015.

**ToM Raiders' Treasure Chest.** A Handbook for Workshop Moderation. Islamabad, 2013.

**Successful Applications.** (The EFN Business Leader; 1). Islamabad, 2012.

**Vom Westen geborgt.** Transformation des Islamischen Transitionsstaates Afghanistan. Master Thesis. Hamburg, 2005.

## Analyses

**Fighting Terrorism with Tourism?** Pakistan is dreaming without acting – an Analysis. (=Pakistan Papes; 6). Islamabad, 2013.

**Sharia strives for Emancipation.** In: Friedrich Naumann Foundation for Freedom (FNF). Annual Report 2016. Potsdam, 2016.