

Sin-Wei Tan – Executive & Consulting Profile

International Consultant & Trainer | Intercultural Strategy | Executive Communication

Based in Austria, Mondsee | Active across Europe & Asia

Executive Summary

International consultant, trainer and project leader with over 15 years of experience at the intersection of business, culture, and communication. Specialized in intercultural strategy, global transformation initiatives, executive moderation, and leadership communication. Founder of Tan Consulting and trusted partner to international organizations, global leadership teams, and cross-cultural stakeholders in Europe and Asia — with deep expertise in China-related markets and collaborations.

Core Expertise

- Intercultural consulting & strategy (Europe–Asia focus)
- Executive and leadership communication
- Global project & transformation management
- Executive workshops, facilitation & moderation
- Stakeholder management & international negotiations
- Strategic storytelling & communication architecture

Selected Professional Experience

Tan Consulting, Founder & Managing Director (2017–present)

Advising companies, organizations, and tourism stakeholders on intercultural strategy, leadership, and cross-border collaboration. Design and delivery of executive trainings, global workshops, and consulting engagements with a strong Europe–Asia focus.

Palfinger AG, Assistant to the SVP Global Function Product Line Management & Engineering (2019–present). Driving international initiatives and events, supporting global leadership teams in moderating strategic meetings and workshops, and contributing to the implementation of new working models within complex, diverse and global engineering structures.

Earlier roles include project and event management at Advantage Austria Beijing, marketing and event management at Casinos Austria, as well as international media consulting and moderation projects across Europe and China.

Education & Certifications (Selected)

Diploma in Innovation & Management in Tourism, (Mag.FH) – Fachhochschule Salzburg

Certified Intercultural Business Trainer & Moderator – Munich

Executive Leadership & Facilitation Programs (incl. Executive Game Changers USA, Social Presencing Theater Frankfurt)

Languages

- German – Native
- Chinese – Native
- English – Fluent
- Spanish – Basic

Contact

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