



Official Newsletter  
October 2010

## Xpert of the month

### Alexander Maria Faßbender - Xpert Further Education

I've been with XING, formerly known as openBC, since 2004, but I've only been effectively and efficiently using XING since 2008. I'm a coach, speaker and manager by trade, and mainly focus on HR, marketing and events. This makes me an ideal candidate for XING, and since 2008 I've organized a number of successful events for people interested in coaching.



We've already had 1,500 people attend our events to date, and we've already held an event in Austria, with Switzerland to follow in 2011 and other international venues in 2012. We set up our Coaching Convention group on XING in 2008, and now have 6,200 members there.

As one of the best-known coaches in the DACH region I have a lot to do with training and my various activities and media appearances caught the attention of XING, who asked me to moderate the Further Education group in 2009. Since that time, the group has grown and now has 23,100 members, with topics offered and discussed in both German and English. The group covers the entire further education spectrum, and I try to grab attention to certain topics submitted by members or features we post ourselves. The Enterprise functions are a real help in this regard, and I'm proud of the number of people who read the items we post. Our aim is to ensure that the group grows while making sure that the quality of the content does not deteriorate.

I live and breathe coaching as I relish the idea of working with people and experiencing positive changes in their lives. As a speaker, I mainly present two topics: Courage and motivation. Here you just need to be



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yourself as this is the key to being happy in life and achieving success. I always try to meet interview partners on an equal playing field and treat them with respect and a healthy portion of humor. I have also branched out in two other directions: Event management in which Coaching Convention organizes between 80 and 100 events each year, and marketing management.

People, companies and organizations are all trying to get ahead, and generally use marketing to do so. I consider marketing to be a question of management, tailored to the customer's requirements and budget.

All of this experience is put to good use in my work as an Xpert Ambassador. I generally spend about 1 to 2 hours a day on the XING platform because I enjoy using it to do business within a growing environment.

My aim is to have 100,000 members in the Further Education group in four years' time as it's something that should be of interest to everyone. On top of that we will continue organizing various online and offline get-togethers to promote interaction with one another.

