

## **A Romanian Case Study: Culture and Language Learning in Technical Support**

This learning event will examine learner needs and curriculum development within a Romanian context of global technical support. The project involved analyzing needs, designing, and delivering new hire training for Romanian engineers to deliver technical support to enterprise customers. These customers were located in France and Germany for a US company. The presentation will briefly overview Romania as a country and Romanian cultural values, and move on to examine learner needs driven by the Romanian context in serving this group of learners with an effective, contextualized learning solution managing three languages and multiple cultures. Ample time for questions and discussions will be provided.

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Presenters:

Supriya Gopi is an independent consultant. She essentially offers intercultural training, communication skills training, team-building, cross-cultural leadership and Senior Executive coaching to several clients in India and Central Europe, most of whom are multinational corporations. In the last 15 years, she has worked extensively with clients and business partners from India, Japan, China, Germany, Austria, Romania, the Netherlands, Switzerland, Finland, Brasil and the USA. Supriya is a trained teacher of German as a foreign language, qualified by the Goethe-Institut Munich and has 11 years experience working in this field. In addition to a Master's

Degree in German, she is fluent in French and has a working knowledge of Spanish. Her clients include Robert Bosch GmbH, Daimler AG, HewlettPackard Limited, Microsoft Romania, Nokia Siemens Networks, Beissbarth GmbH and Fa. Mooser Consulting. As a member of the SIETAR (Society for Intercultural Education, Training and Research) she has participated in and also presented at SIETAR India conferences. Brian Schroeder works for Microsoft in Sales, Marketing & Services Group Readiness. He leads the Culture and Communication Program for technical and management talent providing high-level technical support to global customers. He works from Bangalore, India and has previously lived and worked in China, Korea, Morocco, and the USA. Brian was raised in the USA and China, and has been involved in adult learning and development since the beginning of his career. The bulk of Brian's experience has been in the corporate sector helping companies solve communication-related performance and learning issues. He has served companies in financial services, FMCG, manufacturing, IT, and hotels and tourism. In addition to Microsoft, some of the multinationals he has worked with include Samsung and HSBC. His roles have included serving organizations in various roles, including coaching senior executives and program design and development.

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