

Cathrine Moestue, CV



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Cathrine Moestue, Cand.Psychol., received her education in Psychology at University of Oslo. She is currently working as an independant business consultant for international companies such as Telenor, Statoil Hydro and Siemens. She has worked as a consultant with AFF Leadership Development. She received her training as CMCT with Dr.Cialdini January 2007, as the first woman in Scandinavia.

Cathrine has had many years of experience as a Copywriter and Manager in the advertising industry before she became a Psychologist. While studying she started her own consulting company Reinventors. Making branding strategies for various Norwegian companies and the Chicago based company Weber Stephens Products. She has taught classes on the Psychology of Perception at Westerdals School of Communication and held seminars at the University of Oslo on Conflict Management, Stress and Health in Organizations and Work Psychology. She has a passionate interest in Ethical Influence.

During 2006 she co-edited the first issue of Scandinavian Journal of Organizational Psychology.

Education

Januar 2007 CMCT Cialdini Method Certified Trainer by Dr.Cialdini
Arizona State University.
2001-2005 Cand.Psychol. University of Oslo
1991-1993 Westerdals School of Communication.
1984-1986 Entertainer Art School -Stockholm.
1981-1984 Hartvig Nissen College.
1978-1980 The Grove School for girls, Surrey, England.

Work Experience

2008 Independent Business Consultant/ POP Scandinavia

January Delivered POP (Principles of Persuasion ws) for Siemens Top Managers In Nordic countries

Jan 29th and 1st of February Delivered POP for Telenor Leadership program

Accelerate

February 14th and 15th Delivered POP for a Norwegian Bank Sparebanken Vest

March Delivered POP for Storebrand management group

April 3rd and 4th Arranged and delivered The first Open POP in Oslo

Coaching Top Managers, Statoil Hydro

Consulting various clients on issues on Influence and Change management

Created and delivered workshops on Stress & Conflict Management

Doing Clinical work for NAV patients using CBT method

Created and delivered a workshop on Coping after Gastric Bypass Operation.

Delivering Mentoring Programs for AFF

Teaching Influence at HIA, Westerdals School of Communication, Technip & Humanistic Academy

2006 -2008 Consultant at AFF Leadership Development.

Organizational Development & Leadership Development programs

For Clients such as Deloitte, Statoil Hydro, Telenor, KDA, Siemens & Storebrand.

Project manager for the Aff Conference

Coaching Managers

Consulting Leadership Groups

Mentoring programs

1999-2005 Manager of Reinventors

Delivering Branding strategies for Weber Products and Hackman

Delivering advertising campaigns for the same clients.

2004-2005 University of Oslo.

Seminar leader in Conflict management, Work and Organizational Psychology, Stress and Health in Organizations

2004-2006 Westerdals School of Communications.

Teaching The psychology of Perception and Influence.

1998-2000 CEO of Advertising Agency; BaadeOg

1996-1998 Bates Advertising Agency. Consultant

1995-1996 Ogilvy & Mather. Copywriter

1994-1995 Reel Image. Production Manager Advertising Film.

Publications:

2006-Tactics of hierarchy negotiation. *Journal of Research in Personality*. Cowriters: (Ole Christer Lund, Christian Tamnes, Cathrine Moestue, David Buss og Margarete Vollrath).

2005-*Everyday Memory*. UK, Psychology Press. Cowriter chapter 7 for T.Helstrup and S. Magnussen.

2005-A talk with Dr. Cialdini in Madrid. *Scandinavian Journal of Organisational psychology*. Theory and Practice.