

ANITA YVONNE PAGE

IMMIGRATION AND GLOBAL MOBILITY | BUSINESS DEVELOPMENT

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Professional profile

Immigration and global mobility professional combining German market expertise since 2018 with an entrepreneurial background in winning B2B clients and managing commercial relationships. Experienced in needs assessment, proposals, pricing negotiations and securing agreements, with current account management responsibilities alongside immigration delivery. Connects immigration solutions with clients' workforce priorities and operational needs. Brings practical service expertise, commercial judgement and independent ownership to the Business Development Director opportunity at Newland Chase.

Relevant strengths

New client acquisition and account growth • Consultative selling • German immigration and relocation • Proposals and commercial negotiation • HR and Procurement engagement • RFP pricing support • Process improvement • Client education and colleague training

Professional experience

Senior Immigration Coordinator | Crown Worldwide, Germany

2022–Present | Frankfurt based organisation, remote role

- Manage a key corporate account alongside immigration responsibilities; helped grow its annual value from approximately €25,000 to €40,000, around 60%, through stronger relationships and relevant additional services.
- Specifically requested by two current clients as their immigration contact at Crown Relocations, reflecting the value they place on the support and working relationship provided.
- Handled German immigration as the company's sole person responsible for this work in 2025. Advise HR and employees on permits, EU Blue Cards and family reunification, involving legal specialists where needed.
- Identify overlooked needs and explain immigration risks, processes and options. Position Fast-Track procedures and qualification recognition around earlier onboarding, workforce planning and business value.
- Assessed client needs, prepared proposals and negotiated with the Head of HR and Procurement Manager, helping secure an agreement in early 2026 and improve existing service processes for both client and Crown.
- Support RFP and tender pricing by clarifying immigration terminology, defining service scope and contributing subject-matter input to pricing specialists.
- Support the Marketing Director in conferences and client discussions as an immigration specialist, explaining solutions, identifying needs and contributing to commercial conversations.
- Reviewed a client delivery model to combine services, allocate work to qualified providers and bring suitable standard work in-house, improving commercial efficiency while maintaining quality and compliance.
- Trained a new colleague in German immigration in early 2026. Strengthened the consultant network through capability reviews and training, and introduced standardised case tracking and handovers.

Professional experience continued

Freelance Relocation Consultant | Bavaria, Germany

2018–2022

- Supported international employees and families moving to Germany, coordinating home searches, local registrations and settling-in services tailored to individual needs.
- Built practical knowledge of regional administrative processes, local providers and the employee experience within corporate mobility programmes.

Head of Internal Sales Support | ASA Electronics, South Africa

2007–2015 | *Western Cape*

- Supported B2B sales for international semiconductor manufacturers, including Bourns and Atmel, coordinating supplier quotations, product samples and international shipments for prospective and existing customers.

Production Manager | Petra Technologies CC, South Africa

1999–2012 | *Western Cape*

- Managed production and commercial delivery of specialist technology products for automotive and defence-sector customers, balancing customer requirements, supplier costs, quality and delivery deadlines.
- Following the Land Rover contract award, managed component ordering, production, further price negotiations, international shipping, customer information, invoicing and collections.
- Supported delivery of more than 1,000 battery-management units over the product lifecycle, including production batches of approximately 400 units.

Entrepreneur and Business Owner | Zoe Connections, South Africa

1998–2005 | *Pretoria*

- Built and ran an IT consulting and systems support business, managing three employees, operating costs, cash flow and profitability.
- Won company-wide network and IT support contracts through referrals and trusted relationships, including a workers' union and specialist medical practices across Pretoria.
- Personally assessed needs, prepared quotations and proposals, negotiated prices and secured agreements; managed ongoing service delivery and customer training.

Branch Manager | Quest Technologies, South Africa

1992–1998 | *Pretoria*

- Progressed from shop assistant to branch manager, leading eight staff and managing customer service, team performance and branch operations.

Education and professional development

Diploma in Marketing Management | Damelin School of Business, South Africa | 1992–1993

Customer Service Excellence • Business Negotiation Skills • Project Management

Systems and languages

Microsoft Dynamics • INSZoom • InterAct • Engage • Microsoft Office 365

Excel: macros, calculations and custom operational reports. CRM and service systems: client records, case management, pricing, billing and reporting.

English and Afrikaans: Native | German: Fluent | Dutch and Flemish: Good working knowledge

Available for domestic travel up to 25%.