



ANJA HERBERTH



BUSINESS CONSULTING FOR
MARKETING & COMMUNICATIONS

BUSINESS PORTFOLIO

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MAG. (FH) ANJA HERBERTH

- TECHNOLOGICALLY SAVVY. CURIOUS. ANALYTICAL AND STRATEGIC THINKER.
- 25 YEARS OF EXPERIENCE AT THE INTERFACE OF TECHNOLOGY AND COMMUNICATION
- FOUNDER OF [SMARTBUILDINGSCOMPASS.COM](https://smartbuildingscompass.com): PLATFORM FOR AGE-FRIENDLY AND INDEPENDENT LIVING, CARE AND SUPPORT
- EXPERIENCE IN CHANGE PROCESSES AND SENSITIVE COMMUNICATION



Change has been my constant companion for many years, both in my work with clients and in my personal life. Because digitalization and technological development have permanently disrupted business models, particularly in the field of communication.

ABOUT ME

WHY WORK WITH ME: MY ADDED VALUE FOR YOU

- For years, I have been working at the **interface between necessary new concepts and old business/organisational plans**: I deliver strategic target visions with operational delivery (roadmaps, prioritisation, KPIs, governance)
- **In-depth market understanding of several topics**: access to current insights and needs in the areas of care, smart living and e-healthcare
- Experience in **promoting acceptance** and **building trust among stakeholders**
- Experience in **crisis and change communication** – including technological transformation

- **Years of experience in specialised topics:**
 - Independent age-friendly living, care and support
 - Energy
 - Housing/construction/renovation
- **Market analyses and insights:** Market demand, stakeholder analyses, user research
- **Strategy development:** Development of clear brand and communication strategies, positioning, go-to-market strategies
- **Communication management:** Analysis & strategy, media relations & media training, storytelling
- **SmartBuildingsCompass.com:** Online medium for independent living in old age, care & support
- **Pilot projects & projects for digital and technological transformation:** Analysis & strategy development, acceptance communication, scaling
- **Stakeholder/policy/public relations:** Analysis, conception & implementation of political strategies
- **Event management:** Planning & implementation of (specialist) events

EDUCATION

- **Entrepreneurial Journalism Creators Program**, Craig Newmark Graduate School of Journalism @City University of New York, 2024
- **Speaker training** with language trainer Nives Farrier, 2023
- **Systemic coaching** @ Jelinek Academy, 2020-2021
 - Further training to become a certified coach
- **FH (University of applied sciences) for Business Management & Management**, Vienna, 2004-2008
 - Strategic management of corporate growth and restructuring processes
- **University of Vienna/Communication Studies**, 1999-2003
 - Focus on PR & Organizational Sociology
- **Higher Federal Technical Institute for Textile Industry**, Vienna, 1993-1998
 - Diploma in Electrical Engineering, Yarn and Fabric Technology



FREELANCE MANAGEMENT CONSULTANT FOR MARKETING AND COMMUNICATION

*HAS BEEN WORKING IN CONSULTING FOR 25 YEARS,
SELF-EMPLOYED AS OWL LAB E.U. SINCE 2013*

- Communication analysis / strategy / implementation
- Market research & analysis
- Crisis management (e.g. Fukushima, communication with local residents, litigation PR & whistle-blower management, support during house searches)
- Supporting merger & acquisitions
- Media training & (political) briefings

- **Publisher of Smartbuildingscompass.com** (German & English), platform for smart living in older age
- **Book project:** “50 entrepreneurially successful immigrants and their success tips” for the Austrian Integration Fund
- **International project management, development & implementation** of a website in 9 languages for the association “European Citizens' Initiative against Extremism”

EXCERPT OF FURTHER PROFESSIONAL STAGES

NEOS WIEN (AUSTRIAN LIBERAL PARTY)

- Press spokeswoman
- Head of the press team
- Strategy development
- Election campaign Vienna 2015
- Development of the state parliament and city council club Vienna
- Support in developing district structures (development of controlling, communication)
- Media training for print/TV & radio
- Compilation of political and topic briefings
- Budget analyses

EXCERPT OF FURTHER PROFESSIONAL STAGES

PROJECTMANAGEMENT & PRESS SPOKESPERSON

@AUSTRIAN YOUNG FARMERS' ASSOCIATION

- Project management Young Farmers under the former managing director Mag. Norbert Totschnig
- Project management Austrian & Bavarian Young Farmers Calendar
- Accounting & Controlling
- Event management

BUSINESS CONSULTING & PRESS SPOKESPERSON @REXEL AUSTRIA *MARKET LEADER IN ELECTRICAL WHOLESALE*

- Press management & briefings
- Market research & analysis
- Internal & external comm for HR, merger & acquisition communication
- Special projects for internal/external communication on energy system transformation & technological transformation

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CONTACT