



**MAG. (FH)  
ANJA HERBERTH**



**BUSINESS CONSULTING FOR  
MARKETING & COMMUNICATIONS**

# BUSINESS PORTFOLIO

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# 01

**MAG. (FH) ANJA HERBERTH**

**HARD WORKING GIRL. TECHNOPHILE. CURIOUS.  
ANALYTICAL AND STRATEGIC THINKER.  
EXPERIENCED IN CRISIS MANAGEMENT, DOESN'T  
BUCKLE UNDER PRESSURE. THAT'S HOW PEOPLE  
WHO KNOW ME WELL WOULD PROBABLY  
DESCRIBE ME.**



**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

# PORTFOLIO

- Strategy definition / development
- Research: market and stakeholder analyses
- Strategic internal and external communications and campaign management, press spokesperson
- Development of political strategies and briefings
- Communications training and interview preparation, discussions
- **Special topics developed over many years:**
  - Energy
  - Living / building / renovation
  - Silver living / Assistance solutions for older people
- Special internal communication projects on digital transformation and the energy transition
- **Development of a new online medium for smart living in old age: [SmartBuildingsCompass.com](https://www.smartbuildingscompass.com) (in German and English)**
- Developing and strengthening networks and partnerships along the value chain
- Event management
- Crisis communication (including litigation PR, support during house searches, informant management)
- Mergers and acquisitions
- International project management

# SKILLS

# 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)
- Merger & acquisitions
- Media training & (political) briefings
- **Publisher of [Smartbuildingscompass.com](https://www.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 WHOLESAL*

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



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# CONTACT