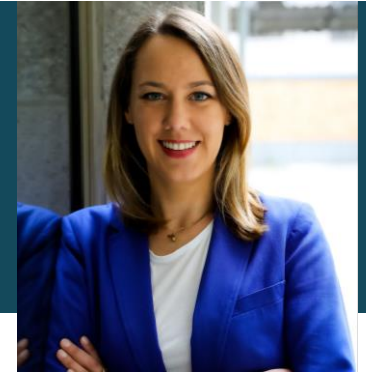


Dr Julia Schönbrunn

Network Expert // Educator // Consultant with expertise in

- » *Network development: Network strategies to foster collaboration structures and innovation processes*
- » *Social identification: Navigation of group processes to establish purpose-driven identities*
- » *Coopetition: Development of growth-mindsets that allow working with your competitors for collective success*



Vita

- » since 2017 **Organisational Developer, Network Consultant and Speaker** (self-employed)
- » since 2021 **Flying Expert** for WOL and network mapping at Digitale Hochschule NRW
- » since 2019 **Visiting Scholar** at the Centre for Business Network Analysis at the University of Greenwich (London, UK), **Visiting Lecturer** at Heilbronn University (Germany)
- » since 2019 **Associate Partner** at Köster+Partner, organisational development consultancy with a focus on transformation and change processes
- » 2015 - 2018 **PhD Researcher** at the University of Greenwich (Business School) Organisational psychology with a focus on collaboration networks, group processes and coopetition
- » 2011 - 2015 **Interior Designer** at Tarfa Salam Design and JR Design in London
- » 2011 Certificate in Interior Decoration, KLC School of Design, London
- » 2006 - 2011 **Marketing Director**, L'Oréal Austria, team lead of the largest brand in the professional products sector, prev. Group Product Manager and Product Manager
- » 2002 – 2006 BA (Hons) in International Marketing at the University of Greenwich (UK), intern at L'Oréal Germany, exchange at IPAG Business School, Nice

Selection of Projects and Keynotes

- » **Regional Tourism Development**, Weinsberg Tal Tourism Association
Network mapping and analysis to boost regional development and local collaboration amongst tourism firms and policy makers for building a cohesive regional identity
- » **Coopetition Strategies**, Erlenbacher Winzer GbR
Collaboration network development amongst local competitors to increase impact and reach
- » **Automotive**
Network mapping as a self-leadership tool for unveiling network opportunities and new structures to enhance the transformation process
- » **Education**
Introduction of the networking method “Working Out Loud” to the Master Programmes of the International Business Faculty at Heilbronn University
- » **FMCG**
Market entry of international brands to the Austrian market
- » **Keynotes and Expert Talks**
 - » BW_i Innovations Talks Series “Let’s talk about tomorrow”:
Working Out Loud in Higher Education
 - » Campus Founders: The Power of Relationships
 - » Innovative Women Stuttgart: Networking and Mapping
 - » DHBW Mosbach: Power of Relationships for Innovation Processes
 - » Conference presentations of research work at EUCEN, Sunbelt, Atlas