

## SHORT VITA

### - Lilian N. Güntsche -



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After initially starting my professional career in the media industry at *Bertelsmann* company, I have been working in the digital and mobile business for over a decade on all sides of the industry. I have been successfully managing my own company *Güntsche Concepts* since 2011, supporting leading companies, such as *Volkswagen*, *Audi*, *Coca-Cola*, *Samsung*, in the areas of digital strategy, agile project management, innovation and marketing.

For several years now, I have been leading global software projects as certified scrum master. I have a high expertise in agile working methodologies and am passionate about productive and value driven change management in times of the digital transformation.

Additionally, I am an advisor and speaker at several digital industry events, am engaged as book author on the topic of mindfulness in digital times (published by *Springer*) and give lectures in the fields of change management and strategic marketing at a University in Berlin.

I am passionate about singing, traveling, Yoga and meaningful conversation.