



**MAG. (FH) ANJA
HERBERTH**



STRATEGIC MARKET- AND
COMMUNICATION PARTNER FOR
E-HEALTH-CARE & SMART LIVING

BUSINESS PORTFOLIO

MAG. (FH) ANJA HERBERTH

- **HARD WORKING GIRL. TECHNICIAN. CURIOUS. ANALYTICAL AND STRATEGIC THINKER.**
- **25 YEARS OF EXPERIENCE AT THE INTERFACE OF POLITICS & TECHNOLOGY AND COMMUNICATIONS**
- **FOUNDER OF SMARTBUILDINGSCOMPASS.COM: PLATFORM FOR AGE-FRIENDLY LIVING & ASSISTANCE SYSTEMS**
- **EXPERIENCE IN CHANGE PROCESSES AND SENSITIVE COMMUNICATION**



Change has been with me for many years: In the support I provide to my clients, but also personally. After all, digitization and technological developments have disrupted business models in communications in particular.

ABOUT ME

WHY WORK WITH ME: MY ADDED VALUE FOR YOU

I develop strategies at the intersection of technology, society, and public responsibility. In my projects, I combine market analysis, target group understanding, and innovation potential to create viable roadmaps for companies and organizations, communities, and consortia.

- **Depth of market understanding:** Access to current insights and needs in the area of smart living & e-health
- **Understanding the real needs** of older people and care staff
- **Promoting acceptance** and **building trust** among stakeholders
- **Experience in crisis and change communication** during technological transformation
- **Access to direkt market feedback** via SmartBuildingsCompass.com
- **Consortium consisting of long-standing cooperation partners** in the fields of e-healthcare, social media, PR, positioning, and storytelling

- **Special topics built up over many years:**
 - Age-friendly housing & living, assistance solutions for older people
 - Energy
 - Building & Renovation
- **Market analyses & insights:** Market demand, stakeholder analyses, user research
- **Strategy development:** Development of clear strategies, positioning, go-to-market strategies
- **Communication management:** Building trust, media relations, storytelling
- **Integration of SmartBuildingsCompass.com as a communication- und feedback channel**
- **Pilot projects:** Accompaniment of pilot projects, development of acceptance communications
- **Political briefings:** Analysis, conception & implementation of political strategies
- **Event management:** Planning & implementation of (specialist) events
- **Media trainings:** Preparation for interviews & discussions

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 course**, Jelinek Academy, 2020-2021
 - Further training to become a certified coach
- **University of Applied Sciences for Corporate Leadership & Management**, Vienna, 2004-2008
 - Strategic management of corporate growth and restructuring processes
- **University of Vienna/Public Relations, Sociology & Political Science**, 1999-2003
 - Focus on PR & Organizational sociology
- **Federal College of Technology for the Textile Industry**, Vienna, 1993-1998
 - Matura in electrical engineering, yarn and fabric technology



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CONTACT