

MAG. (FH) ANJA HERBERTH



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

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- 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.

ABOUTT 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

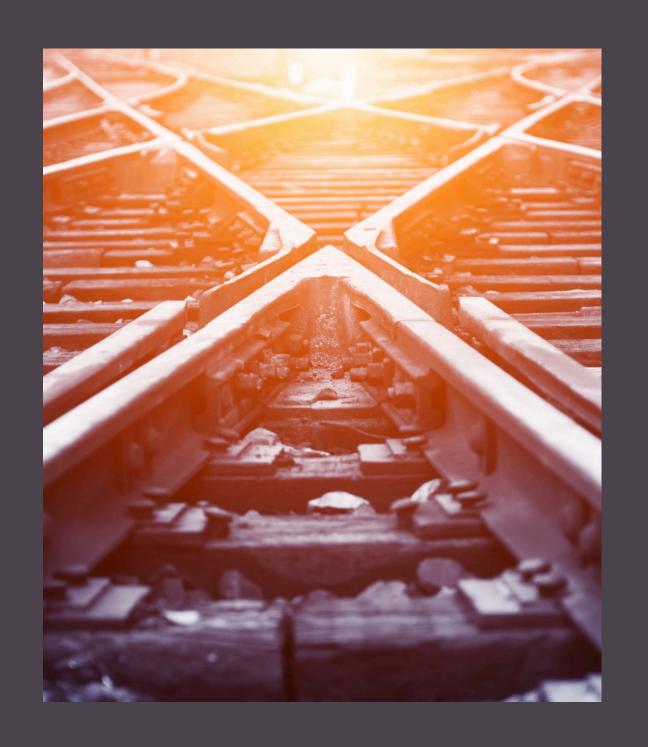
- Experience in crisis and change communication during technological transformation
- Access to direkt market feedback via SmartBuildingsCompass.com
- Consortium consisting of long-standing cooperation partners in the fields of e-healthcare, social media, PR, positioning, and storytelling

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- 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

- 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 Akademy, 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
 - o Matura in electrical engineering, yarn and fabric technology



MOBIL: +43 (0)650 558 03 19

EMAIL: ANJA@OWL-LAB.AT

WWW.OWLLAB.AT

