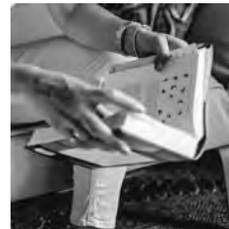


Anna-Lena Höcker

CV & Business Portrait





Welcome, to my not-so-standard CV!

Instead of providing only classical CV information I've created a multi dimensional portrait about my work and myself. Why? I believe personality and empathy to be vital for today's consulting business, especially in the topics of Design Thinking and Customer Experience Management.

I've been working on a user friendly CV version for a while: Text only seemed too boring, an entirely visual CV was not „legible“ for some. Thus I've opted for a combination of text and visual element - trying to make it interesting and informative, while also conveying my design aspirations on a meta level. In short: following the Design Thinking motto „Show, don't tell!“

Since this is my first version I'm highly interested in your feedback. Feel free to send questions, critique, ideas and likes to: hello@design-create-innovate.de

*Anna-Lena
Höcher*

Profile Overview

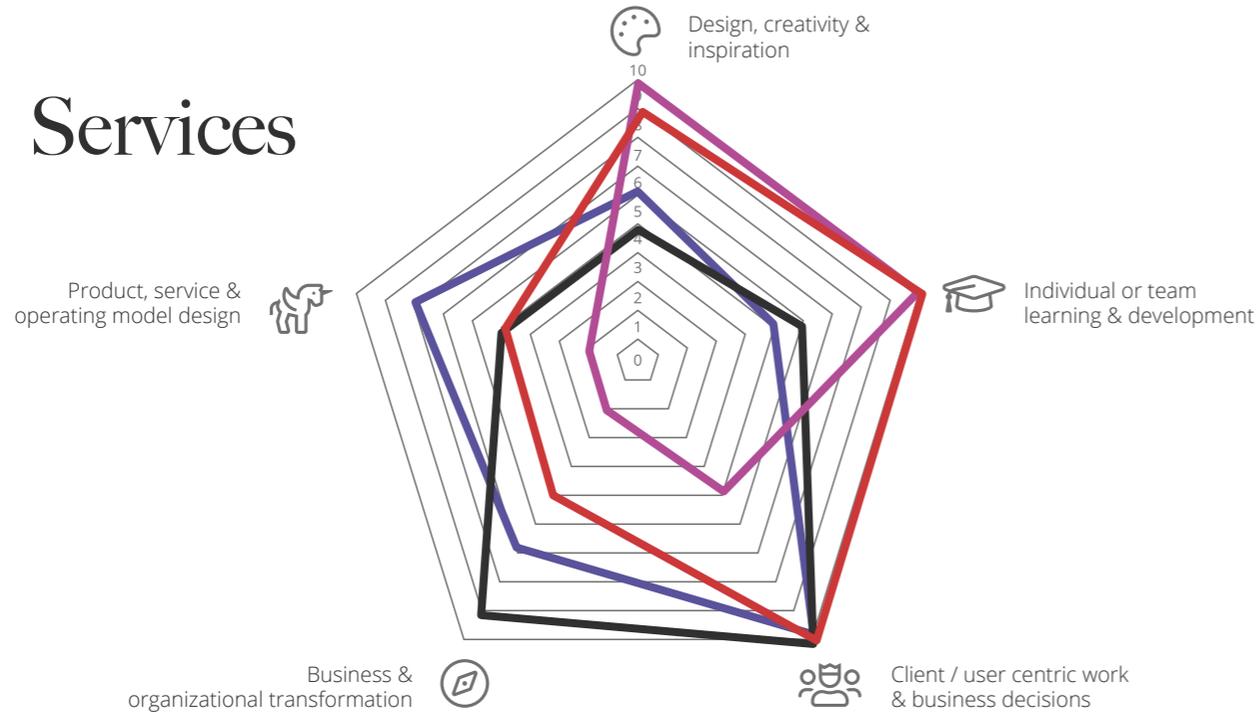
Building on my broad and deep expertise from more than 6 years of consulting at Accenture I have started my own consulting business in October 2017. With a **focus on Customer Experience, Innovation and Design Thinking** I support clients in design sprints, workshops and projects to come up with creative solutions and master strategic challenges — thereby combining out of the box thinking, structural and analytical problem-solving skills with **experience from consulting projects around strategy, (digital) transformation, processes and system integration**. This analytical perspective is complemented with creative skills such as Visual Storytelling, illustration (manual & digital) and design capabilities.

My clients appreciate my proactive working style and my personality traits. I'm a **team player** and a **driving force**; quick to build deep knowledge in the field/industry I am working in and aspiring optimum communication.

My professional career is based on a B.A. in **Media Sciences** (University of Marburg) and a double Master's degree in **International Economic Relations and Trilingual Management** from the Universities in Freiburg and Paris. I am fluent in English, French & German and have basic skills in Italian and Japanese.

On the next pages you will find: Portfolio and project descriptions, work experience and education, X-tra projects, competences and development, interests, hobbies and contact information.

Services



Analysis, Workshops & Projects

Customer Experience Management

Workshops & Projects

Innovation Management

Trainings & Keynote Speeches

Design Thinking & Innovation Methods

Offsite Workshops & Events

Workation - Work + Vacation

Projects and Workshops

	DuMont Systems 11/2019	Innovation workshop and method teaching: Concept design & facilitation
	KIT Karlsruhe Since 11/ 2019	Design Thinking training class for engineering students at the Karlsruher Institute for Technology
	Deutsche Bahn 01/2019 – 09/2019	Customer Experience Management Strategy & Operating Model Design & Implementation: Based on Blueprint deep-dive design of strategy and TOM within bigger organizational change; process design, workshop design & method input, implementation support for newly appointed team
	TH Aschaffenburg Since 12/2018	Design Thinking training class for students from all disciplines at the University of Applied Sciences
	Accenture Seit 01/2018	Design Thinking facilitator for consultant trainings: Lead coach for multi-day classroom innovation method trainings, training calls for further on-the-job development
	Team Lewis 08/2018	Workation: Design & facilitation of Offsite inspiration and teambuilding workshop for the marketing agency's former Frankfurt based team
	L-P-A 08/2018	Keynote & Mini workshop on innovation and the importance of design thinking capabilities
	Deutsche Bahn 08/2018 – 12/2018	Customer Experience Project: Redesign Premium Lounge Introduction of need-based and customer insights driven design approach for interior and service design; Design and pilot of change in service offerings based on analytics and customer insights, leading interdisciplinary team of 20+ people, evaluation and recommendation for mgmt. decision, successfully driving whole project to reach decision within high pressure timeframe & regain stakeholder buy-in
	Deutsche Bahn 01/2018 – 08/2018	Blueprint Customer Experience Management (CXM) Strategy & Target Operating Model; consulting during content development, documentation, workshop design, stakeholder management
	TME 12/2017	Offsite Design Thinking Workshop Concept design & facilitation



References

” External foundation stone, highly relevant, restaurant guide ... you're not „just a consultant“. You do the work of 10 and you're an essential part of the team. Thank you for your support.

CXM-Team, Deutsche Bahn

The Design Thinking Workshop with Anna-Lena was absolutely great! Anna-Lena provides an overview within one day, including advantages and disadvantages of such a complex concept. The mixture of methodology, application and coaching was just right! We thank Anna-Lena very much for her charitable support of our learning platform

Sebastian Gries, Vorsitzender des Vorstands der LEAN Hochschulgruppe e.V.

Anna-Lena gave us an understanding of the Design Thinking Mindset and the methodology in a mini sprint during our team offsite. Despite the short time schedule, the format was interactive, very inspiring and really fun for all team members.

Benjamin Bürkner, Director Digital Banking, TME

The workshop with Anna-Lena was exactly what I needed. No doubt she succeeded that day in liberating us from our daily routine and inspiring new thoughts. We've also learned great hacks and easy routines for more creative flow. We also enjoyed the great location and profound care of Anna-Lena's team all of which contributed to our physical and mental release. Now, we are ready to focus again on the essentials.

Marketing Team Lewis Communications, Frankfurt

Anna-Lena understands a whole corporation's processes and culture in no time. She is a valuable sparring partner and relentlessly drives forward projects to reach the common goals.

Sebastian, Product Owner DB Fernverkehr



Customer Experience Management

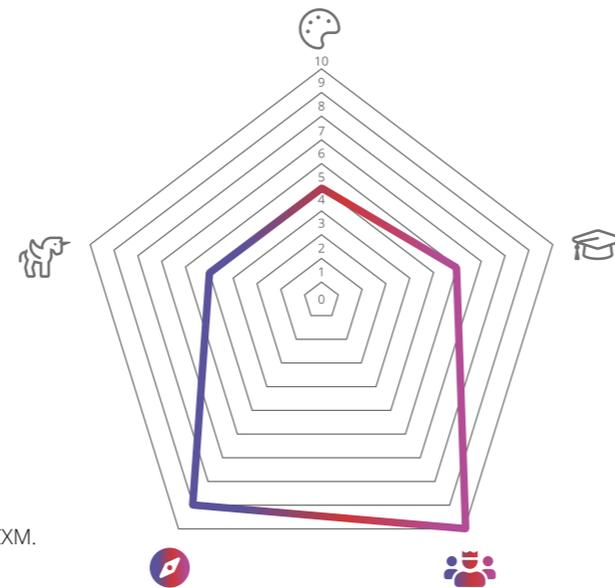
Analysis, Workshops, Projects

Aligning a company's strategy, operations and culture to achieve great customer experience undeniably is a vital success factor for businesses. However, there's no one size fits all approach for establishing and sustainably running Customer Experience Management in the corporate world.

CX consulting therefore can take on diverse formats: analysis of CX readiness in the above-mentioned dimensions; „initiation“ workshops for first thoughts and solutioning towards a customer centric approach; and project support — from the strategic setup to design implementation.

Central questions to be tackled are:
Why establish CXM in your company — to what end?
And what needs to be done to reach that goal?

Answers may range from establishing a CX strategy, transforming your entire business model and implementing user centric design to cultural change and creating an organizational foundation for CXM.



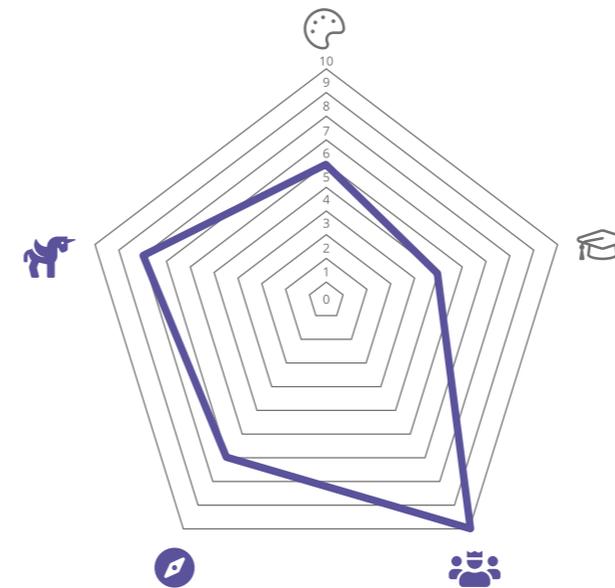
Innovation Management

Workshops & Projects

You need support for **developing new products or services**?
You want to **derive a new vision or strategy**? You simply need mental space to consider challenges in your daily business, change perspectives or get inspiration for new solutions to old problems?

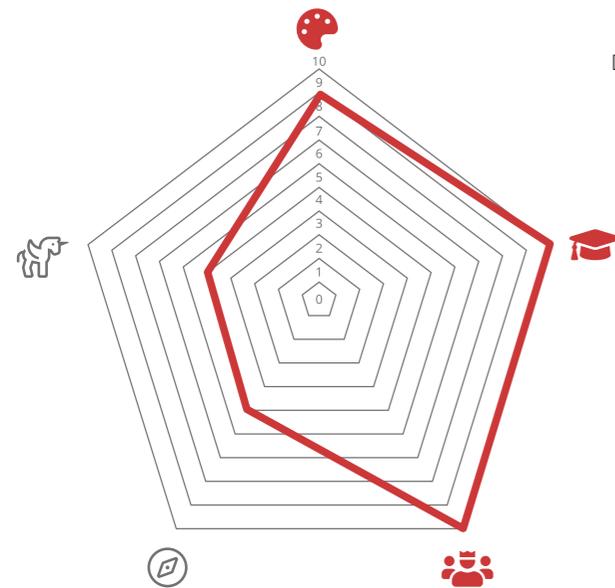
You've come to the right place: innovation workshops are a powerful format to **develop tangible solutions** to your questions. Prototypes, approaches for process improvement and innovation culture, business hacks and roadmaps for implementation planning are some of the many examples of innovation workshop output.

Success factors are: a well phrased challenge or business question, a profoundly designed workshop concept and a motivated team. I'm happy to help you create these conditions, facilitate the workshop and if needed support the setup of specific projects to enable sustainability of the workshop output.



Design Thinking & Innovation Methods

Trainings & Keynote Speeches



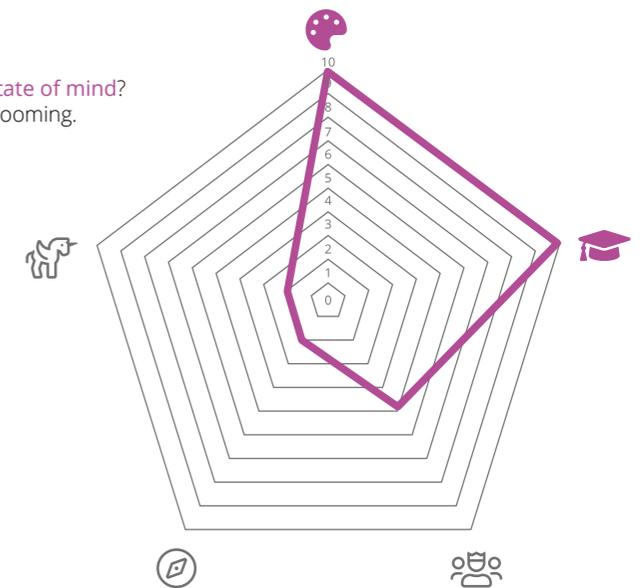
Design Thinking simply is a new phrase for (innovation) **methods, mindset and ways of working** that have been used by wise designers for „ages“ to create user centric products and services.

Since I have learned about DT as a consultant on projects in the “real world” my approach towards DT methods and implementations is **pragmatic and down-to-earth**. I’m all about putting these tools to work and tailoring them to the needs at hand — thereby often **combining them with strategy tools and process excellency methods**.

You will experience the same hands-on approach in my workshops and trainings: a combination of foundational skills and practical experiences. Along with the DT mindset: all formats are designed to be **fun, creative, empathetic, inspiring and tailored to the needs of you as participant**: your experience level and functional background.

Workation - Work + Vacation

Offsite Workshops & Events



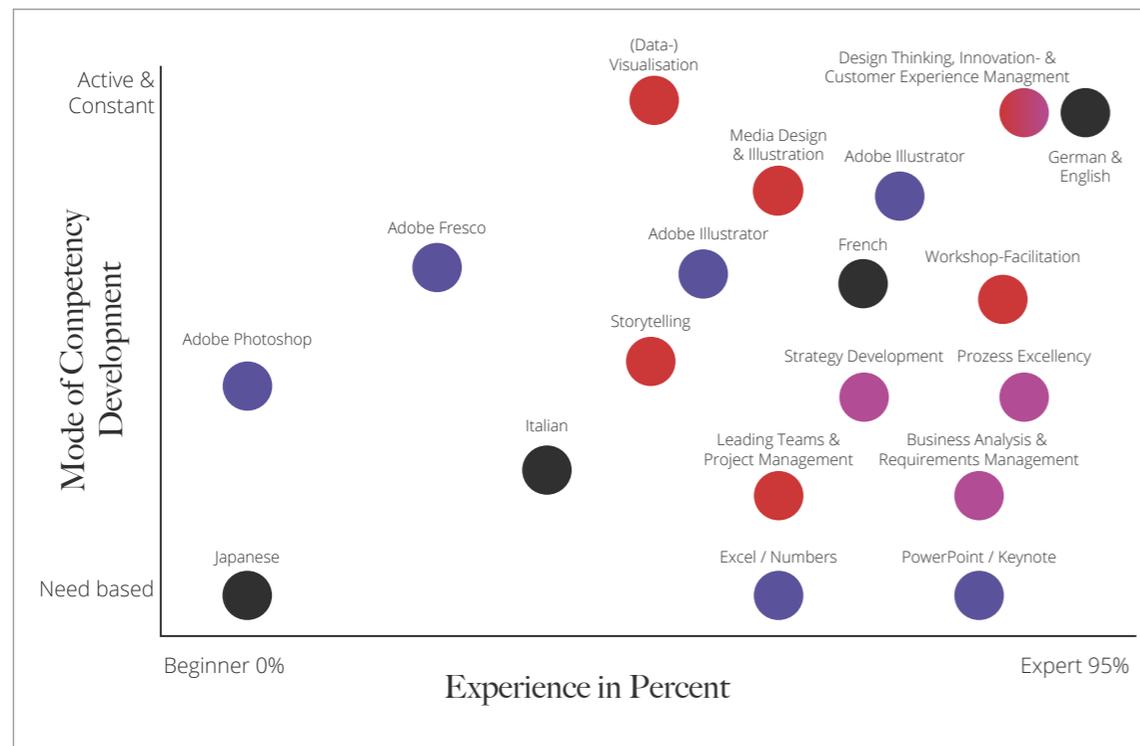
Honestly — when do those really good ideas occur to you? In which situations can you enter that **absolutely creative state of mind**? Probably not in the open space at your office with the next looming.

That’s what workations are for: far away from the office at an inspiring and calm location you and your team can be productive and **create sustainable work results or gain new insights** and develop skills through tailor-made trainings. Design Thinking, creativity techniques and inspiration methods are popular workation training topics.

The vacation elements consist of **activity packages tailored to your goals** and the location. They range from nature experiences and outdoor activities to local specialties and cultural events.

Workation durations usually are several days to a week. If you want to try it first: I’m also happy to create single-day team offsites in workation style for you.

Competencies and Development



For me building and developing competencies isn't a „must“ but a need. I am humbled to have the ability and resources to learn and I acknowledge that there's no 100% expertise. You can always learn more and get better! In this graph you can see current competencies and their state of development. The experiences axis hereby combines time and frequency of use as well as intensity.



Work Experience

Consulting Business design. create. innovate! with a focus on innovation, strategy & Design Thinking
See page „Projects and Workshops“

As of 10/2017



Digital Innovation Manager at Accenture Digital

Preparation & conduction of Design Thinking & innovation workshops for internal & external clients, project support, train the trainer, visualization, method development, team building & change

09/2016-09/2017

— cross industry
Representation of the innovation team at events e.g. keynote speaker at the Global Female Leader's Forum
Budgeting & reporting



Project lead digital learning for Accenture-Stiftung

Concept & implementation of a Digital Learning Strategy for the foundation's beneficiaries; marketing & rollout of the program; acquisition of project partners; implementation of international Corporate Citizenship strategy & programs in the ASG region; regular reporting to the CEO; leading ASG CC team (3 people) & different volunteer teams (up to 10 people)

09/2015-08/2016



Consultant at Accenture GmbH im Bereich, Strategy – Operations

Main project tasks: project planning & roadmap development for process-excellence projects; business case development; project management; process analysis & optimization; strategic pricing; international go-to-market strategy
Industries: Banking, Automotive, Logistics, Utilities

09/2012-08/2016



Consulting Analyst at Accenture GmbH, Technology Growth Platform division – System Integration

Main project tasks: Analysis & definition of functional requirements for system implementation; feasibility assessment of requirements based on time & budget restrictions; project management; user testing
Industry: Transport/Logistics

01/2011-08/2012



External Employee for Deutsche Börse AG, Marketing Communication;

Projects in English, French & German

10/2008-08/2011



Freelance Journalist for Main Echo Media Agency

News coverage and contributions on the topics: culture, politics, events

12/2004-12/2013



X-tra Projects

These projects are my smooth transition between work and private life, functional challenge and hobby. Since the start of my own business I've hardly thought along these categories any more. Rather, I'm creating a continuous flow of skills and capabilities between professional and personal interests. Development was never more fun and efficient!



Non-fiction Literature

My first book (German version) on the topic of complexity management will be published on bookboon.com



Homepage Design

The first mockup for my homepage design-create-innovate.de including layout, graphs and colors is based on my own design. Co-creating the final version with my UX-designer has been extremely fun. Motifs for photos were created in cooperation with my photographer.



CV Design

Ideas for graphs, layout and texts; implementation



Fashion Collections

Nostalgia meets modern Age - Collection design & Booklet
Mars Cruise Collection - Collection design, fashion illustrations, campaign
Folktales: Wolfdietrich - Collection design, Illustrations, campaign & implementation



Art Collection

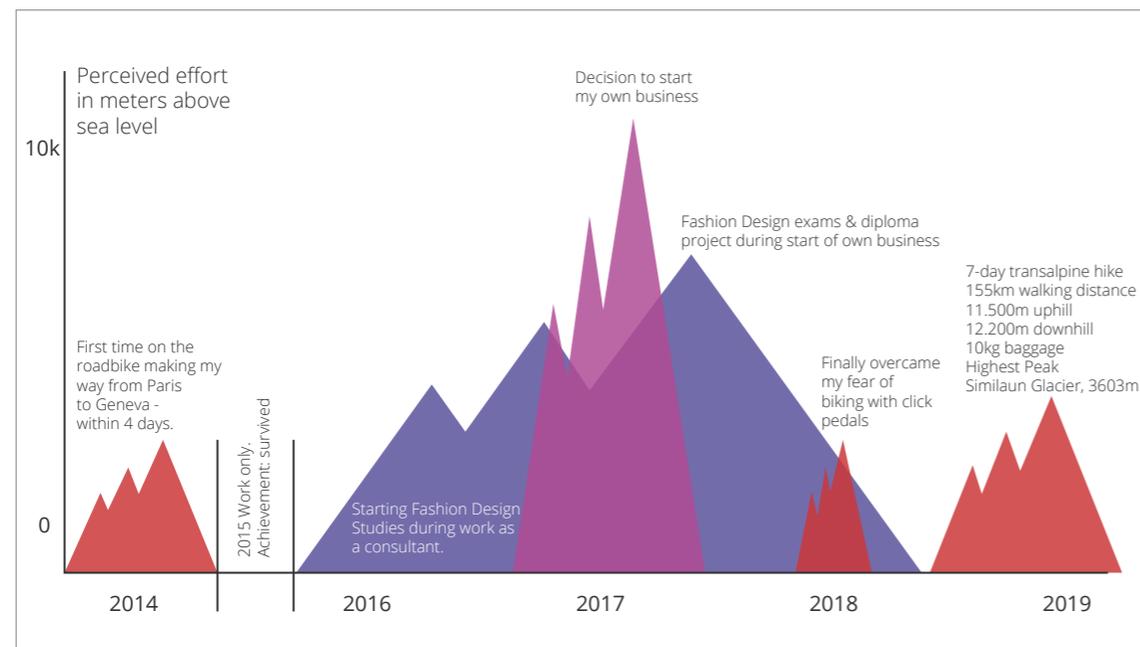
My office and apartment almost resemble a small art gallery. All paintings I don't present to friends and family are to be visited here.



Infographic Design & Illustration

Working in my dad's natural orchard has been inspiring me for a long time. By creating playful & informative media such as an infographic and an illustrated book I'd like to share my passion about the orchard, it's trees, animals and nature with everyone who's interested.

Proudest Achievements



Not only do we learn for life but through life. Challenging experiences help us grow beyond our classical education. That's why I'm displaying my proudest achievements of the last few years next to the standard education content. A lot of the challenges have been sports related the others were also tackled with a sportswoman's mindset. All of them were sought after of my own free will. The effects being: built persistence, pushed back borders, changed perspectives and got to know inspiring people - what more can you hope to experience? The perceived physical and / or moral effort of the challenges is displayed in the form of mountain peaks with different height and incline.

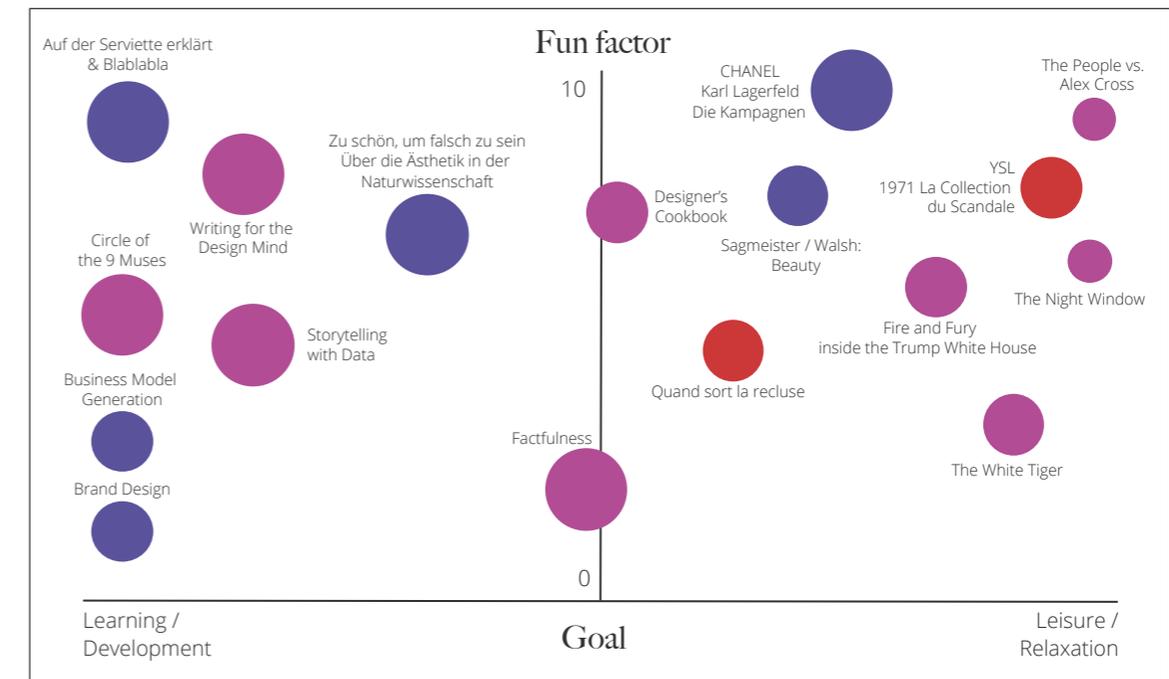
Education & Internships

- 10/2016 - 04/2018 Deutsche POP Frankfurt: **Diploma Fashion Design**
- 10/2008 - 09/2010 Albert-Ludwigs-Universität Freiburg/Université Val-de-Marne (Paris) **MA International Economic Relations & MA International Trilingual Management**
Combined grade: Ø 1,4; Master Thesis: 1,3
Classes: Economics, French & German law, culture, languages, international trade, negotiation
- 02/2010 - 07/2010: Internship, Takata-Petri AG, Paris Office
Strategic Marketing, Customer Management, Controlling
- 10/2004 - 08/2008 Philipps-Universität Marburg: **BA Media Sciences** Ø 1,3
Classes: Media development, media management, media law, language, communication
- 10/2007 - 10/2008 Assistant Student (14h/week), Deutsche Börse AG, Frankfurt
Marketing Communication: Editing of publications, development of Corporate Standards & Design
- 08/2006 & 02/2007 - 03/2007 Internships at Main Echo Media Agency, Obernburg;
Research, work in the editorial office, compilation of texts, photo editing
- 03/2006 - 04/2006 Internship, KPSS, Darmstadt
Project management, functional support for introduction of SAP-CRM
- 02/2005 - 03/2005 Internship, Bearing Point, Frankfurt/Darmstadt
Consulting project support, co-editing of SAP-CRM user manual
- 09/1994 - 06/2004 Maria-Ward-Gymnasium Aschaffenburg: **Allgemeine Hochschulreife** (university entrance diploma) Ø 1,4

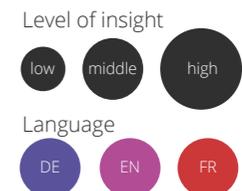


triathlon, HIIT, bouldering
drums
working in the orchard
hiking & nature
culinary experiences & recipe development

Recent Books



I feel that you get a deep understanding of someone's personality when you know what they are reading. This is why I've chosen this graph to synthesize the information provided in this booklet. You see a choice of titles that have made an impact on me in one way or the other. The broad range of topics is evaluated along level of insight & fun factor, and sorted along the main goal for reading. The previous page displays a small list of further hobbies. Just so you know... enough said!



Contact & Information

Letters: Gutleutstraße 102 - 60239 Frankfurt - Germany

E-mails: hello@design-create-innovate.de

Information: www.design-create-innovate.de/en/home/



design.
create.
innovate!
by Anna-Lena Höcker