

## CV

### Personal data

Name: Nadja Töpper

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Date of birth: 08-31-1970

Place of birth: Maisières/Belgium

Nationality: German



### 01/2016 to present

Töpper Consulting - consulting + personal development

### Clients

#### Airbus:

Assistance and development of teams during the implementation of SOT structures (SOT = self-organized teams), assistance and development of executive personnel, clear definition of roles, joint development of adapted structures, and the organization, development, and moderation of workshops

#### Coaching:

Private sector, medium-sized companies, and industry

#### Gruner+Jahr: Project consultancy

#### Kulturstiftung des Bundes (Federal Cultural Foundation):

Strategic consultancy for the group of experts, joint development of the strategic foundation for the project "Bauhaus 100," consultancy for the setup of communication structures, and organization, support for project managers for one year, development, and moderation of workshops

#### Sturm und Drang agency:

Consultancy for company management, interim team leadership, selection of suitable software solution for all internal team processes (project management, administration, client data, controlling, etc.)

#### Serviceplan: Interim project leadership

#### Thalia Theater:

Development of a concept for the "Circle of enjoyment of Thalia Theater"

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10/2003 to 05/2015 Gruner+Jahr, Hamburg

12/2013 to 05/2015

Management of the Henri Nannen Prize, corporate communications

Personnel responsibility: 3 employees

Overall responsibilities for the Henri Nannen Prize:

Strategic anchoring within the management board and executive management, full budget accountability, strategic further development, control of contents, implementation of all measures, guest management, management of freelance employees and services providers.

08/2011 to 12/2013

Management of the stern project office, stern magazine

Personnel responsibility: 5 employees

Responsible for:

- Henri Nannen Prize
- Deutscher Gründerpreis/Schüler (German Founder's Prize for Pupils)
- Deutscher Schulpreis (German School Prize)
- Mut gegen rechte Gewalt (Bravery against right-wing violence)
- Das Gedächtnis der Nation (Memory of the nation)
- Advertising client events
- Networking events

12/2010 to 07/2011

Marketing project management, stern magazine

Maintenance of all projects, plus:

Marketing art – Das Kunstmagazin (Art Magazine):

- Strategic market leadership
- Development of communication strategies
- Implementation of communication measures
- Evaluation and implementation of brand-specific collaborations, i.e. acquisition of cooperation partners

Association "Das Gedächtnis der Nation e.V." (Memory of the nation)

- Organization of the association
- Project management
- Development of a dedicated YouTube channel for contemporary witness interviews in cooperation with Google, diverse agencies, and ZDF
- Development of corporate identity and communication strategy
- Management and coordination of all project participants

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## 10/2003 to 11/2010

Project management, stern magazine

„Deutscher Gründerpreis/Schüler“ (German Founder's Prize for Pupils): strategic brand management, development of communication strategies, implementation of communication measures, negotiation and coordination with partner savings banks, Porsche, and ZDF, management of all agencies

- Development of umbrella brand strategies for the promotion of young talent
- Development and implementation of the repositioning
- Relaunching of corporate identity for the umbrella brand
- Conception and execution of all events
- Development of sales marketing for partners (savings banks)
- Internal coordination with publishing house management, editorial board, and editorial staff
- External presentations and lectures

„Deutscher Schulpreis“ (German School Prize):

- Strategic consultancy
- Conception of competition with the partners (Robert Bosch foundation, ZDF)
- Contract negotiations
- Internal coordination with publishing house management, editorial board, and editorial staff

“Jugend forscht” (“Young researchers”) competition:

Partner representative and coordination between the “Jugend forscht” association and stern magazine

## 06/2002 to 10/2003

Senior consultant for events, promotion, and PR

THE EVENT COMPANY, Munich

- Conception, presentation, and executive of below-the-line measures
- Acquisition and conception of new business activities

## 11/2001 to 06/2002

Junior product manager

Holsten Brauerei (Holsten brewery), Hamburg

- Brand manager for the Caiman brand
- Handling of marketing activities with sales partners
- Conception, planning, implementation of gastronomic activities for the Astra brand

## 06/2000 to 07/2001

Account manager at INDEED! agency for brand staging, Hamburg

Responsible for consultancy, planning, and coordination of all event activities

## 08/1998 to 04/2000

Project management at THE EVENT COMPANY, Munich

Conception, presentation, organization, and execution of events and promotions with accompanying PR measures

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## Education

06/2023  
OKR-Institute  
Foundation-Kurs

04/2023  
Top on Competence  
„Change-Manager“

2018  
CONTINUING COACH EDUCATION CERTIFICATE  
ICF Deutschland e.V - Chapter Deutschland  
Agile leadership - how can I coach it?

07/2015 to 09/2017  
Training to become a professional coach

07/2015 to 08/2015  
“Train the Trainer” instruction  
Certified business trainer, moderator, process facilitator

10/1993 to 07/1998  
Studied at Ludwig Maximilian University, Munich  
Master of Communication Sciences, Psychology, and New German Literature

05/1992 to 05/1993  
Studied at the Bayerische Akademie der Werbung (Bavarian Advertising Academy),  
Munich  
Course of studies in marketing communication, BAW degree in communications

06/1991  
Abitur (completion of secondary school) Hermann-Böse-Gymnasium, Bremen

07/1987 to 08/1988  
Study abroad, McMinnville High School, Oregon, USA  
Completion: High school diploma

## Languages

German: native tongue  
English: fluent  
Spanish: basic knowledge  
French: basic knowledge