



VANESSA ROSENTHAL

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ABOUT ME

Hi, I'm a business strategist by background, optimist by nature and social entrepreneur by heart driven by curiosity and a deep interest in designing a meaningful future.

With 5+ years experience in driving strategic projects I've been working in consulting, start-up and agency environments. Currently, I'm looking for a new challenge in the innovation and (venture) design space.

Portfolio upon request.

LANGUAGES

German: Native Speaker

English: Fluent

French, Spanish: Basic

EXPERIENCE (5+ YEARS)

PROGRAM MANAGER (DESIGN & INNOVATION, GOOGLE)

BEYOND, LONDON (NYC, SF)

// 2018 - PRESENT

Lead research, product development and new business programs for Google with focus on education, tech and retail - including strategic planning, definition and testing of objectives.

- Working closely with Tech and Design Leads to define program of work with teams of up to 20 engineers and designers from junior to director with an annual budget of 4 mil.
- Ownership of the delivery of research, products and services, translate insights into actionable roadmaps. e.g. qualitative research (UK, FR, GER) Google for Retail EMEA; three month ideation & prototype program, future of education for [Grow with Google](#).
- Beyond Design & Innovation program: process design and roadmap creation, launched two prototypes for case studies at BIRD (Beyond Innovation and Research Department).
- Program Management of [Flipside](#), a three month design talent program for young creative talent in east London together with Designit, Made by Many, and Us Two. Management responsibility of 10 people within training scheme and team of 15 internal, facilitating workshops and mentoring sessions. Awarded as MVP of the program.

BUSINESS DESIGN & SOCIAL IMPACT STRATEGY

CO-FOUNDER & FREELANCER

// 2017 - 2018

Collaborating and co-designing projects focusing on Ed Tech and Social Impact.

- [The Nxt Chapter](#): identified market gap, founded and build multisided platform aiming to break the taboo surrounding divorce to embrace the next step of life for Millennial's in the US. Tasks included: business and financial modelling, value proposition, prototype design, investor pitches, led continuous product iterations through new features and test groups.
- [Hack for Humanity](#) (Boston, US): Social Impact Hackathon, 140 students, 4 briefs. Mentor and Lead of education track for non-profit partner green hope school, Tanzania.
- [Gakus](#) (Davao, Philippines): Testing models against in-work poverty in rural area, offering financial and business training for parents of elementary school children.

PRODUCT LEAD

COME2COACH, START-UP BY MARKENKONSTRUKT

// 2014 - 2016

Community, multisided platform and iOS mobile application for life long learners to share their knowledge via live streaming or meet-ups.

- Managed ideation, scoping, design, development, launch, and growth of web and mobile application of multidisciplinary team of designers, marketers and engineers up to 20 people over two years.
- Planned and conducted qualitative research, translated insights into customer profiles and actions via roadmap (personas, ethnographical research, user flows and stories).
- Growth strategy and strategic partnerships with effective long-term revenue plans: secured 80+ coaches and conducted 120+ workshops in six month.

TOOLS & SKILLS

Business model innovation & canvas, start-up mentor

KPI definition, data analysis and reporting, roadmap planning

Market research, qualitative and quantitative research, testing

Personas, user flows, rapid prototyping, value proposition

Project management software: Asana, Basecamp, Trello, Slack

Deck design: Keynote; webdesign: WordPress, Readymag

CERTIFICATES

EY consulting challenge, 2016

Google digital marketing and online marketing challenge, 2017

IDEO: designing for change, 2017

The Dots masterclass marketing, 2017

+Acumen Social Impact Analysis, Social Sector Business Modelling, 2018-19

REFERENCES

Nissanka Fernando

Product Director, Beyond, London

E: nissanka@bynd.com

Prof. Mike Grandinetti

Innovation and Entrepreneurship Lead at Hult and MIT Boston, US

E: mike.grand@gmail.com

Yannic Tremmel

CEO MARKENKONSTRUKT, Germany

Digital and Design consulting firm

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EXPERIENCE (CONTINUED)

DIGITAL PROJECT MANAGER / PRODUCT OWNER

MARKENKONSTRUKT, MK CONSULTING GMBH

// 2011 - 2016

Responsible for UX/UI programs, concept creation, test and launch of multiple platforms (mobile, web, android, iOS,). Led stakeholders, internal designers and engineers.

- Managed up to five client projects simultaneously from large client projects to middle size businesses and startups with an annual budget of 1 mil. across various industries - automotive, consumer products, energy, education, food healthcare media and tech.
- **pi TOUCH**, Product owner of interactive signage software - tasks included: market research, concept creation, value proposition, validating product strategy assumptions, defining KPI's, prioritising the product backlog, new feature cases, user testing.
- Facilitating workshops and trainings and organising international exhibition at CeBIT.

EDUCATION

EXECUTIVE EDUCATION: UX MANAGEMENT & INTERACTION DESIGN

INTERACTION DESIGN FOUNDATION, ARHUS (DENMARK) // 2018 - PRESENT

Online courses, under top 10 %: UX Management, strategy and tactics; psychology of interaction design; interaction design for usability; how to create intuitive products.

MASTER IN INTERNATIONAL BUSINESS

HULT BUSINESS SCHOOL, LONDON (UK), BOSTON & SF (US) // 2016 - 2017

- Graduated with distinction; top 5 % of graduating class.
 - Specialised in new product development, innovation strategy and marketing solutions.
 - Partook in rotation program to Boston and San Fransisco.
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BACHELOR IN INTERNATIONAL BUSINESS AND MARKETING

INTERNATIONALE BERUFSAKADEMIE, FREIBURG (GER)

// 2011 - 2014

PROJECTS & NETWORKS

SPECULATIVE FUTURES

MEET UP ORGANISER, LONDON (UK)

// 2018 - PRESENT

CO FOUNDER & PRESIDENT MARKETING CLUB

HULT BUSINESS SCHOOL, LONDON (UK)

// 2016 - 2017