



# KERSTIN MAYR

CONSULTANT FOR  
COMMUNICATIONS & CHANGE  
MANAGEMENT

## LANGUAGES

German (native) · English (C2) · French (B2) ·  
Russian (A2) · Swedish (A1)

## KNOWLEDGE & SKILLS

- Strategic and conceptual communications consulting
- Public Affairs and Political Agenda Setting
- Project and Stakeholder Management
- Media Relations, Cross-media Storytelling, Crisis Communication
- Change Management (ADKAR), Change Diagnostic
- Agile Coaching, Co-Creation (Design Thinking, Personas)
- OKR
- Editorial and text

## TOOLS

- Asana, Confluence, Trello
- MS Teams, Zoom, Slack
- Miro, Mural, Stormboard
- MS Office, Power BI
- Poppulo, Bananatag
- Borealis

## CONTACT

Tel. +49 (0) 176 70 27 21 96  
kersmayr@gmail.com  
www.kerstin-mayr-berlin.de  
Heinrichstraße 2, 10317 Berlin

## PROFESSIONAL EXPERIENCE

### Public Sector Consultant

Cassini Consulting AG

05.2022 - today

Focus on communication and change management for digitization projects and new work in public administration | Project Management | Stakeholder Management

### Consultant

navos Public Dialogue Consultants

03.2021 - 04.2022

Leading project teams (5+ people) | Strategic consulting for industry clients (energy and infrastructure) | Management of German and international client accounts

#### Main projects:

#### Digital commissioning of the German-Norwegian high voltage power line NordLink, 2020/21

Creative lead & overall project management (3 clients | 5 main service providers | 3 countries | core team of 15+ people) | Agile planning and management, completion on time & budget | broadcast on 20+ channels, reports in 70+ quality media (nat. + int.) | technical reach of 2.1 billion pp. (Meltwater)

#### Process optimization of a German manufacturer (€14 bn annual revenue) on their German sites, 2019/20

Planning & management of change communication for 1500+ employees | coaching of the change team (8 executives) with focus on employee communication and leadership | Overall facilitation

#### Merger of Wintershall and Deutsche Erdöl AG, 2019

Planning & steering of internal communication & team building for 1000+ employees across all German sites

### Junior Consultant

navos Public Dialogue Consultants

01.2019 - 02.2021

### Trainee Public Relations & Public Affairs

navos Public Dialogue Consultants

01.2018 - 12.2018

### Assistant Teacher German & English

Various private educational institutions

03.2017 - 11.2017

Planning and conducting lessons for Adults and pupils of different grades | Holding parent meetings | One-to-one support and preparation for (school) final exams

### Research Assistant

Political Settlements Research Programme, Edinburgh University

05.2016 - 08.2016

Contributing to the development of an online database of worldwide peace agreements | Independent qualitative evaluation of peace agreements | Writing a research report on the peace process in Colombia

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## AWARDS

Winner of the PR Report Award 2021 in the category "Technology and Innovation" for "NordLink – how the "Green Cable" became digital".

Finalist of the PR Report Award 2021 in the category "Media Relations" for "NordLink – how the 'Green Cable' became digital".

Finalist of the European Excellence Award 2021 in the category "Energy" for "NordLink – how the 'Green Cable' became digital".

Winner of the INKOMETA Award 2020 in the category "Change Communications" for "Minds of engineers – pioneers at heart" (Merger Wintershall Dea).

Edinburgh Award for Law Leaders, 2015/16

Germany Scholarship ('Deutschlandstipendium') for academic achievements, 2013-2014

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## Research Intern (USA/ Transatlantic Relations)

German Council in Foreign Relations, Berlin 04.2015 - 07.2015

Preparation and follow-up of political discussion rounds and workshops as well as support in their implementation | Preparation of dossiers

## Student Assistant

Institute for High Voltage Engineering, TU Braunschweig 05.2012 - 07.2014

Maintenance of various databases | Procurement

## Student Tutor for Statistics

Institute for Social Sciences, TU Braunschweig 10.2013 - 03.2014

## Political Organizer (Internship)

Macomb County Democratic Committee, Mt. Clemens, Michigan 07.2013 - 09.2013

Involved in the planning and implementation of two local election campaigns in the Detroit area | Developing and organising creative fundraising campaigns | Coordinating and leading volunteer teams

## EDUCATION

### Agile Coach (ICP - ACC)

ICAgile 12.2021 - 02.2022

### Digital Change Manager (IHK)

DIHK 08.2021 - 12.2021

Change management focusing on digital transformation | digital maturity analysis | process optimization according to Six Sigma | KPIs and performance management | completion with 100 %

### LL.M., Human Rights

University of Edinburgh 2015 - 2016

Main fields of study: Conflict Studies, Humanitarian Law, Globalised Crime, International Security | Thesis: "Inclusion in Colombia's Peace Process", Supervisor Prof. Christine Bell, Grade A | Graduation with merit

### Exchange Semester

Umea Universitet, Schweden 2014 - 2015

Programme of studies: Global Governance, Governance in the European Union, International Climate Policy

### B.A. Integrated Social Sciences

TU Braunschweig 2011 - 2015

Specialization: Political Science and International Relations | Final thesis: China, Australia and the South Pacific, grade 1 | Final grade: 1.3