

# about ilona

Passionate about inspiring leaders and teams in times of transformation.

Over 25 years of experience in marketing, strategic and organizational development are the baseline of my expertise.

Combining this field of competence with my consulting, coaching and facilitation abilities, I have been sparing partner to various branches as automotive, media, logistics, education, international cooperation & development, health & science.

I am skilled in systemic, process work and design thinking approaches. Moreover, I am trained in OKR agile leadership and a certified ID37 master relying on ai-based insights into the individual personality and team diversity.

## qualifications

- > Intense personnel & organizational development program WBB / PDI Korn Ferry [www.kornferry.com](http://www.kornferry.com)
- > Certified ID37 Master [www.id37.io](http://www.id37.io)
- > Process Work leadership labs, large group facilitation, conflict coaching  
Max Schupbach, Portland, USA / Milton-Erickson-Institute, Berlin
- > OKR Objectives and Key Results
- > Design thinking
- > Grief counselor and funeral celebrant

## education

### 1988 – 1995

- > M.A., among top 10% of the year
- > German language & literature, political & media sciences
- > Universities of Marburg (D), Illinois (USA), Santiago de Compostela (E)

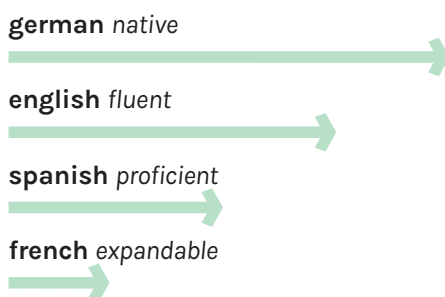
### 1974 – 1987

- > Graduation, general qualification for university entrance
- > School education, Rodgau, Germany

## technical informations

- > Microsoft office, iwork, Adobe inDesign
- > Collaborative tools as slack, trello, miro, mural, teams, jira, zoom

## languages



## interests



hiking & biking



literature



arts



jazz & opera



yoga



cooking & patisserie



gardening

# career experience

### 2023

**Founder and managing director of The relevant change, Cologne**  
[www.relevantchange.io](http://www.relevantchange.io)

### 2020 – 2023

**Vice President Marketing, RTL Germany**

- > Responsible for creative marketing division
- > Oversight of creative rebranding of RTL
- > Successful restructuring towards a more agile and digital organization

### 2018 – 2020

**Process manager, Media group RTL Germany**

- > Process modelling
- > Facilitation of leadership and strategy meetings
- > Design sprint moderation

### 2007 – 2019

**Freelance communication strategist and consultant, Cologne**

- > Systemic analysis and change process facilitation for NGOs in Central Asia and Southern Africa
- > Coaching of female experts and leaders
- > Media resonance analysis
- > Customer survey
- > Communal communication strategies
- > (Large group) event designs and moderation
- > Brand relaunches in public and consulting sector

### 2001 – 2006

**Product manager & consultant, Deutsche Post World Net, Germany**

- > Responsible for a product group with 60 million Euro turnover
- > Product development of digital stamp for business segment
- > Senior consultancy Corporate Values Project
- > Business analysis STAR Procurement project (Merger Deutsche Post & DHL)

### 1998 – 2001

**Marketing communications manager, Océ Business Group Printing & Publishing, Germany**

- > Segment marketing team lead
- > Book on demand and digital newspaper project lead

### 1997 – 1998

**Specialist for personnel & organizational development, BMW Munich plant, Germany**

- > Employee satisfaction survey
- > Workshop facilitation
- > Team training
- > 360 degree feedback