



Juliane Hollenhorst
PR consultant and lecturer

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Portfolio

Consulting and support of companies in

- Changes (sourcings, M&A, restructurings, etc.)
- Crises (acute/preventive)
- the everyday life of a company

Implementation

- Design and implementation of internal/external communication and dialog formats

Trainings

- Inhouse, digital or analog
- Agile (certificate as Scrum Master (PSM1))
- Lecturer at the Fachhochschule des Mittelstands, Bielefeld

Industries

e.g. renewable energies, nuclear energy, financial services, stock exchange, pharmaceuticals, biotech, healthcare, food, start-ups, university

Project and organizational experience

Large corporations, SMEs, Start Up`s / building and leading project teams of various sizes

I am...

- ... a "servant leader" – what I do serves the success of the team and the customer
- ... a good listener and I always find an individual solution
- ... highly resilient even under time pressure, low budget and/or in crisis situations

25 years in various roles in communications

- 13 years as a lecturer and PR consultant, working nationwide
- 8 years press spokesperson
- 2 years project communication
- 2 years traineeship in television

Work experience

since 01/09

nationwide active as PR consultant and lecturer

Selected references

- DR. KADE Pharma: External Spokesperson, 2017-2018
- Senvion SE, Hamburg: Internal-/Change-Communication of the wind turbine manufacturer, 2012 - 2016

www.hollenhorst-pr.de

Lecturer in the course "Marketing Management" and "Media Communication and Journalism" at the Fachhochschule des Mittelstands (FHM), Bielefeld, 2009 - today

www.fhm-mittelstand.de

07/2006 – 12/2008

Manager Public Relations WILEX AG, Munich

- *biopharmaceutical company, listed at the Frankfurt Stock Exchange*

- Strategy, concept, content and operational implementation of all communication measures for all target groups
- Preparation of reports, speeches, press releases and presentations in German and English
- Contact with journalists, analysts and investors
- Selection, briefing and management of external service providers; budget planning and budget responsibility
- Establishment of IR structures for all post IPO obligations

Special projects

Responsible management and implementation of communications during the IPO on the Frankfurt Stock Exchange / Prime Standard in November 2006

Project responsibility for annual reports/quarterly reports incl. establishment of all relevant processes and structures

07/2005 – 03/2006

Business Development Manager onpact AG, München

- *Communication agency, private joint stock company*

- Development of the onpact sports concepts (osc) division, in particular development of new business projects; development of sports/event concepts and management of strategic implementation
- Budget & revenue controlling and planning

Special projects

Conception for the company soccer tournament <https://www.b2soccer.de> and winning the Bavarian Soccer Association e.V. as a strategic cooperation partner

Establishment of a budget system and planning of expenditures / revenues for the 2006 financial year in the amount of 1.3 million euros

10/2000 – 06/2005

Head of Press and Public Relations DAB bank AG, Munich

- *Online broker and direct bank, listed at the Frankfurt Stock Exchange*

- Responsible for strategy, concept, content, coordination and management of corporate and product communications (also internationally)
- Responsibility for annual and quarterly reports
- Responsibility for CEO communications
- Creation of reports, press releases, technical articles, speeches, presentations, etc.
- Responsibility for staff and budget (max. 1.24 million p.a.)

Special projects

Concept and implementation of the representative study "Faszination Wertpapier - Fakten und Hintergründe zum Anlegerverhalten in Deutschland" (Fascination of Securities - Facts and Backgrounds on Investor Behavior in Germany) (published in May 2004) to build up neutral market expertise and strengthen the image of securities investment

Concept and implementation of a multi-stage PR plan to reposition the company after a change of management and negative business figures (2002/2003)

05/1999 – 09/2000

PR Consultant F&H Public Relations GmbH, Munich

- *Owner-managed communications agency*

- Group Head "Finance & Consulting" with clients including DAB bank AG, @McKinsey, Hiscox AG, Informationszentrum Weißblech e.V.
- Strategic client consulting Budget monitoring
- Development, presentation and negotiation of communication concepts
- Coordination and guidance of project-related team members

Special projects

Successful positioning of the DAB bank brand and printing of basic information on the subject of securities investment in so-called "yellow media

Placement of editorials, e.g. in Handelsblatt, on the launch of McKinsey Germany's "Accelerator@McKinsey" unit, which specializes in e-commerce

04/1997 - 04/1999

Scientific employee at the university department 4 of the Technical University Munich

- Responsibility for the pilot project "FörderInitiative Technologieorientierte Existenzgründungen" (FITEX); conception, organization and implementation of business start-up support, consulting for start-ups
- Cooperation in the projects "GründerRegio M" and in the Munich Business Plan Competition

Special projects

Concept and implementation of seminar series, start-up consultation hours, patent consulting and patent research, consulting on funding measures, coaching of participants in the Munich Business Plan Competition

Management of the project office "GründerRegio M", preparation of a business plan for application to the national "Exist" competition at the BMBF; participation in the successful acquisition of funds from the State of Bavaria

10/1995 - 04/1997

Traineeship Wyrwa-TV, Newsroom, München

- Technical and organizational handling of TV news and films
- Processing of image material to highlight cuts
- Preparation of text proposals, research, negotiations with editorial offices

Degree

1988 to 1995 Studies of New German Literature, Sociology, Pedagogy; Degree: Magister Artium at the LMU Munich, overall grade 1.83 (good)

Certificates

Professional Scrum Master 1, October 2018

Volunteer

six weeks of voluntary work as a media assistant for FIFA in the press center of the 2006 World Cup

2009 - 2011 voluntary press work for the project "Gute Geschäfte Gütersloh": "Mutual giving without money" www.gute-geschaefte-gt.de

since 2013: honorary lectures in the BürgerKolleg of the Bürgerstiftung Gütersloh www.buergerstiftung-guetersloh.de

2019: Concept and realization of the 96-page commemorative publication "125 Jahre Turnverein Isselhorst" and accompanying press work www.turnverein-isselhorst.de

Languages

German: Mother tongue / English: Business fluent / French: Suitable for everyday use / Spanish: Basic knowledge

Advanced in the use of all MS Office programs, CMS systems & many collaboration tools.

Gütersloh, 2021