

## CURRICULUM VITAE

### Mag. Dr. Gabriele Lang, MBA

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## PROFESSIONAL CAREER

09/17 – ONGOING

**Foundation and management of UP'N'CHANGE GmbH:** a digital intelligent coaching navigator that gives step-by-step, practical, and real-time support. The digital tools help employees and organisations reach immediate solutions to specific problems so they can be more resilient, collaborative, and innovative. UP'N'CHANGE is eAward Nominee 2020 and alumna of the Grow F Accelerator 2020 of Female Founders and the USA Accelerator of GSD Labs in 2021 ([www.upnchange.com](http://www.upnchange.com)).

11/09 - ONGOING

**Founding and management of Create Success Consulting:** I support executives both in identifying the causes of standstill, conflicts and losses as well as in implementing solutions. My formula for success is the use of insights from economics and psychology combined with experience and sensitivity in accompanying necessary changes, both functionally and emotionally. The benefits of the work are the ability to act, creating a stable base for the company and sustainable success.

To identify causes, I also use digital tools like InnoSparker, which efficiently and reliably identifies strengths and blind spots of creativity and innovation in the area of employees/leadership as well as corporate culture.

**Winner** of the Constantinus Award (Austria's Consulting and IT Award) in the category Young Entrepreneurs in June 2011.

05/06 – 10/09

**Egon Zehnder International, Vienna**

**Consultant for Executive Search and Management Audits:**

Responsible for recruiting and assessing managers in the areas of FMCG, industry and infrastructure.

11/04 – 04/06

**Mondi Packaging AG (dato Mondi AG), Vienna**

**Marketing Director:**

Responsible for external & internal communication, market research and PR. Responsibility for the marketing budget and employees.

11/98 – 10/04

**Coca-Cola GmbH & Coca-Cola Beverages Austria GmbH, Vienna**

**Key Account Manager:**

Responsible for the retail chains Adeg, Metro, Müller Drogerie, Zielpunkt and REWE. Responsible for product and packaging launches, custom programs, price increases, 3-year plans, annual agreements, category management activities, budget, revenue, volume and EBIT.

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**Brand Manager Fanta, Sprite & Coke light:**

Responsible for business planning and budget, strategic and operational marketing and volume planning with responsibility for personnel and budget.

**Head of the market research department as Consumer Insight Manager:**

Responsible for strategy planning, in-depth analysis of market and consumer data, continuous and ad-hoc market research projects and volume forecasts with responsibility for budget and personnel.

03/94 – 11/98

**INFO Research International (data TNS Info Research AT), Vienna**

**Head of the qualitative department / Project Manager:**

Focus on qualitative and international market research, among other things responsible for acquiring and supporting customers, conducting market research studies, introducing qualitative methods and presentations.

09/93 – 12/93 (Praktikum)

**Procter & Gamble Austria, Vienna**

**Marketing-Assistant**

**EDUCATION:**

- 09/17 – 03/18 Management Program „Zukunft.Frauen“ from the Ministry of Digitalization and Business, Austrian Chamber of Commerce and Industry Association (8 modules)
- 2012 – 2016 Selected seminars on Trauma Release Technique® and Conflict Resolution, Resilience and Resonance in the Office for Prevention, Health Psychology and Psychotherapy, at the Hernstein Institute for Management and Leadership and the Institute Kutschera
- 02/14 – 10/14 The Systemic Leadership Course for learning constellation work (including organisation and system board setups) at „Das Kompetenz-Center“ (8 modules of 3 days; ÖfS accreditation)
- 06/10 Neuwaldegger Change Campus (Programme for Organizational Development), Neuwaldegg Advisory Group
- 01/08 – 12/08 Coaching Training at „Trigon Entwicklungsberatung“ (ACC Accreditation)
- 02/03 – 07/04 KAM Training & Development Programme „Connecting with Consumers“ by CCHBC: 4 modules of 4 days (Foundation, Finance and Business Models, Consumer & Shopper, Business Planning & Negotiation)
- 03/02 – 05/03 Executive MBA with field studies in Poland and USA (Carlson School of Management, University of Minnesota and Business School of Economics Vienna)
- 03/93 – 05/99 Ph.D (Dr. phil.) in Psychology at the University of Vienna (part-time): Topic of the thesis - The impact of colours for the communication performance of billboards
- 1988 – 1993 Training as „Learning Therapist“ (525 h theory & 450 h practice, Society for Learning Therapy, o. Univ.-Prof. Dr. B. Rollett, University of Vienna)
- 10/87 – 11/92 Studies of Psychology with elective subject pedagogics at the University of Vienna (Mag. rer. nat.) (Degree 12/92); Achievement grants 1989 and 1991

**LANGUAGES**

German (mother tongue), English (mother tongue), French (basic)

**HOBBYS**

Sport / Reading / Oil painting