



**Dr.
Brigitte Witzer**
Executive Coach

Executive coach and person-centered advisor to top managers in complex corporations in the media, communications and information industries

Managing director and owner of evolutionen,
Büro für postheroisches Management GmbH, Bonn

Personal data

Born on 25 August 1958 in Homburg/Niederrhein

Core competences

- Management advice for strategic decisions, for cultural processes and sensitive communications subjects, in the context of leadership and sociability
- Work on the values level (integrity vs. manipulation)
- Intermediary between the scientific and business communities; geared towards quantum mechanics (perspective of the observer), neurobiology (neural networks, morphogenetic fields) as well as empirical knowledge/phenomenology
- Potential development of top executives and themes related to personal mastery and performance
- Solution competence for strategic, personal and cultural problems on the board level (paradoxes, irritations, mental concepts)
- International experience, especially in infrastructure building and sales in eastern Europe

University

Magister Artium M. A. Philology

German Language and Literature, Journalism, Philosophy at the University of Münster, 1984

Dr. phil. Communications Sciences

Dissertation "Communications within Corporations – Leadership and a Constructive Idea of People," in Dortmund, 1992

Appointment as professor

of Publishing in Print in the Department of Polygraphic Technology, HTWK Leipzig (FH) 1993;

Established and headed the Media Technology program of studies from 1995

Headed the Publishing in Print program of studies from 1997

Ceased university activities on 31 October 1998

Business

- 1984-89 Data Becker Verlag, a publisher in Düsseldorf, finally as technical director
- 1990-93 Bertelsmann, final position managing director Bertelsmann Medien-Service, Leipzig, Moscow, Berlin and Gütersloh
- 1993 Appointment at the HTWK, subject area Publishing in Print, established and headed the Media Technology program of studies
- 1998-2004 Independent agent: advisor and coach in media corporations
- since 10/2004 Managing director of evolutionen

Continuing education

- Diverse management training programs
- Time management, self-management, NLP, transaction analysis, rhetoric
- EKS, now the FAZ-Institut
- Coaching in change processes, Neuwaldegg
- Analogous interventions, including Neuwaldegg

Engagements

- 1996-97 spokesperson for Bündnis 90/Die Grünen, Leipzig
- 1998-2003 member of the Media Council of the German state of Saxony
- 2000 member of the supervisory board of the Heinrich-Böll Foundation, Berlin
- 2003-04 member of the Media Council of the German state of North Rhine-Westphalia

Publications since 2000

- 2000: Article on media policy-making in *Neue Medien 2000*
- 2002: Editor of *Duden Satz und Korrektur*
- 2005: *Die Zeit der Helden ist vorbei*, Redline-Wirtschaft, Edition ManagerMagazin

Contact

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