

# BIANCA LIPPERT, PhD

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## SUMMARY

Highly organized Communications Specialist with a strong academic background and more than 15 years of experience in the field of corporate communications and project management. Areas of expertise include public relations, internal and change communications, branding and strategic content development in close cooperation with senior management.

## HIGHLIGHTS

- Efficient project manager and proactive driver of change
- Superb writer, editor and presenter
- Expert in print, digital and crossmedia
- Multilingual: German, English, Spanish and French
- Computer proficient (Office, CMS, CRM)
- Dedicated team player and distinct leadership abilities

## ACCOMPLISHMENTS

- Raising awareness of clinical trials through tactics that achieved measurable placement results in traditional and new media reaching medical and patient audiences. Top tactic: Managed first global patient survey on primary liver cancer that was presented at the World Congress of Gastrointestinal Cancer in Barcelona (06/2017). Results are used to liaise with patient advocacy groups.
- Ran an integrated campaign to coherently channel messages globally to internal and external target groups for an approval by the FDA.
- Developed and implemented an internal communications system to improve employee engagement through strategic messaging and the combination of print and digital media .

## EXPERIENCE

Since 01/2018

### Communications Consultant and Project Manager

WunderWords [www.wunderwords.net](http://www.wunderwords.net)

Founded WunderWords in 2018 to fill a gap for interim management and adhoc solutions for (corporate) communications projects and project management for multi-faceted domestic and international media and product campaigns.

01/2016 – 09/2017

### Global Communications Manager

Sirtex Medical Limited [www.sirtex.com](http://www.sirtex.com)

- Extended and managed a global network of public relations consultancies and patient advocacy leadership contacts with the goal of optimising networks between Sirtex and its key customers using a spectrum of media channels (website, news media, intranet, social media).
- Edited articles and press releases, managed production of video news releases and mini-documentaries, established PR distribution lists, networked with journalists and research organizations.

04/2013 - 12/2015

### Corporate Communications Manager

Miltenyi Biotec GmbH [www.miltenyibiotec.com](http://www.miltenyibiotec.com)

- Relunched the landing page of the intranet with 40% higher click rates by implementing user-centered design (based on SharePoint).
- Successfully led key projects in the revision of corporate values, which resulted in a jointly compiled mission draft and a new approach to the company's employer branding.

05/2011 - 03/2013

### Consultant

Mauth.CC Change + Communications [www.mauth.cc](http://www.mauth.cc)

Conceptualized and implemented a digital training platform based on SharePoint for Abbott Diabetes Care that led to a significant improve in sales performance.

10/2008 - 04/2011

**Freelancer**

WerkstattWorte

Led various communication projects, e.g. chaired a workshop between an industry partner and a research group with the outcome of a joint collaboration for a EU-founded research project.

10/2005 - 10/2007

**Junior Consultant**

Mauth.CC Change + Communications [www.mauth.cc](http://www.mauth.cc)

Edited an multilingual customer magazine for Abbott Diabetes Care. Improved readability by applying storytelling elements (confirmed by survey).

08/1997 - 06/1999

**Apprenticeship and student trainee**

Bitburger Brauerei Th. Simon GmbH [www.bitburger.de](http://www.bitburger.de)

- Two-year operational training to become an industrial clerk.
- Project-based cooperations in Marketing & PR during academic studies.

07/1999 - 04/2003

**EDUCATION**

07/2010 - 10/2005

**Ph.D.: Media Studies**

University of Siegen

Title: Telenovela Formats - Localized Versions of a Universal Love  
Disputation: Summa cum laude; Dissertation: Magna cum laude

10/2005 - 04/2010

- Participation in the International Postgraduate Program (IPP) Performance and Media Studies (promoted by DAAD and DFG) at the Johannes Gutenberg-University of Mainz.

01/2008 - 05/2008

- Research stays at the University of California, Santa Barbara and the Universidad Nacional de Colombia, Bogotá.

06/2008

- Participation in international conferences, such as "Television without Borders" at the University of Reading, UK.
- Numerous publications, e.g. Lippert, Bianca. "The 'Bettyer' Way to Success." Critical Studies in Television III.2 (2008) 19-39.

10/1999 - 12/2004

**M.A.: Media studies**

University of Siegen

- Focus on corporate communications.
- Media-related trainings in Spain (newspaper, radio and production company).
- Top 5% of class (final grade 1.1).

**FURTHER QUALIFICATIONS**

**Freelancer and trainee (selection)**

10/2014 - 03/2015

- Lecturer at the HMKW (Hochschule für Medien, Kommunikation und Wirtschaft), Cologne.

05/2005 - 07/2005

- Online-Editor for VOX at RTL Interactive GmbH, Cologne.

**Training**

09/2014

- Management by Objectives: Walter Seminare & Coaching.

05/2014

- Workshop Change Management: SCM - School for Communication and Management.

**PERSONAL NOTE**

See company image becomes a decisive competitive advantage in a complex world of increasing information. I will support you in securing and further increasing this advantage.

Bianca Lippert