



**CARINA FREUNDT**  
Partner

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### **FOCUS OF WORK**

**Consulting** companies on change processes, marketing and innovation processes, and agile work

**Coaching** leaders und teams

**Facilitation** of workshops for team and strategy development

### **STUDIES**

Business Administration (Diploma), Johann-Wolfgang-Goethe-Universität, Frankfurt am Main  
Business Administration (MBA), University of Iowa, Iowa City, USA

### **EDUCATION & ACCREDITATION**

Systemic Business Coach (DBVC)  
Agile Coach

### **EXPERIENCE**

Since 2018 Consultant at GOLDRADT  
Since 2017 Consultant und Coach  
2002-2009 and 2012-2016 Leader in a corporate environment (Unilever, GSK) and Strategy Consultant (McKinsey&Company)

### **REFERENCES**

Bauer-Verlag, Beiersdorf, Bonprix, Deloitte Consulting, eco.mio, Fielmann, Haleon, Hamburg Media School, Lufthansa Technik, MONTBLANC, Onefootball, Richemont, Slashwhy, UI, Unilever, Upfield, WEMPE

### **PROJECT EXAMPLES**

Optimizing the innovation process with a focus on consumer orientation, flexibility, and speed in a global company

Coaching executives in change processes and in executing new roles, as well as team leadership topics

Designing and supporting a team development process for a newly created team following a restructuring

Sparring with a startup to develop a consumer-focused, scalable business model

Designing a brand academy to enhance employees' understanding and identification with their own brand

### **LANGUAGES**

German, English

