

# LENA TÜNKERS

Business Designer & Facilitator



## ABOUT ME

I am an explorer who strives through strategic and creative challenges.

In the intersection of futures thinking & radical innovation, I enable courageous and curious organizations and individuals to collectively reimagine and actively shape our present world.

I work with the approach of Futures Literacy, inspire with Fictional Futures and model with Strategic & Business Design – storytelling always building the fundamental element of my work.

## MY CONTACT

hi@lenatuenkers.com  
Mobile: (+45) 50246752  
LinkedIn

## WORK EXPERIENCES

### External Consultant

Gehl Architects | Sep 2020 – now | Copenhagen, DK

- Business Model Design for Big Data and urban challenges
- Vision for "A Good City for People – A Good City for Business"

### Designer & Facilitator

ZUKÜNFTTE | Feb 2020 – now | Germany

- Design of Futures Literacy workshops and processes
- Facilitation and moderation

### Business Analyst & Workshop Designer

Voluntas | Jan 2020 – Jun 2020 | Copenhagen, DK

- Sustainable strategy development within energy & water sector
- Innovation ecosystem creation & analytical modelling

### Process Manager & Public Speaker

Daredisrupt | Jan – Jul 2019 | Nairobi, KE

- Planning & implementation of local research process
- Presentation & design of future business model outcomes

### Strategic Design Consultant

Shifra | Jun – Dec 2018 | Melbourne, AUS

Supported the healthcare start-up with:

- Strategy development & implementation of co-creation processes
- Creation of business model & value propositions

### Process & Business Designer

CBS PRME | Oct 2017 – Jun 2018 | Copenhagen, DK

A community currency to foster sustainable behavior on campus

- Public representation & stakeholder management
- Workshop facilitation & prototyping using psychological behavior

### Consumer Marketing GSA

Spotify GmbH | May 2017 – Sep 2017 | Berlin, DE

- Project – & stakeholder management
- Establish external partnerships & budgeting

## **Innovation & Business Development**

**HelloFresh GmbH | Nov 2016 – May 2017 | Berlin, DE**

- Concept & service development of e-commerce platform
- Prototyping & product creation with cross-functional teams

## **Event & Workshop Designer**

**Hugo Boss | Dec 2014 – Aug 2015 | Stuttgart, DE**

- Concept & planning of events and co-creation workshops
- Facilitation and moderation of external and internal sessions

## **ACADEMIC EDUCATION**

---

### **Copenhagen Business School**

**MSc Innovation & Entrepreneurship | 2017 – 2019**

I.a. Circular Economy, Strategic Management, Social Innovation  
Master Thesis: Grassroot Innovations & their impact on People, Planet, Profit – within the agricultural sector in Kenya

### **Swinburne University of Technology**

**Exchange Semester | 2018 | Melbourne, AUS**

Courses in Design Futures, Strategic Design & Leading Change

### **Pforzheim University**

**BSc Media Management & Psychology of Advertising  
| 2012 – 2016 | Pforzheim, DE**

I.a. Finance, Emp. Research Methods, Consumer Psychology

### **Illinois Institute of Technology**

**Exchange Semester | 2015 | Chicago, USA**

Courses in Design Thinking, Philosophy & Business Psychology