

# Wolfgang Weicht

INNOVATION COACH & SERVICE DESIGNER



## PROFILE

For over 25 years Wolfgang is now helping global brands, enterprises and institutes to see beyond the tellerrand. He is an imagineer; explores the unknown and makes it feasible.

*“There are those who surf the web, and there are those who make the waves.”*



## CONTACT ME



+49 176 435 158 97  
skype:wolleffm



www.kzwei.org  
basislager@kzwei.org



Hallgartenstrasse 7  
60389 Frankfurt am Main



## PROFESSIONAL SKILLS

- Design Thinking
- Lean Startup
- Curiosity
- Serious Play
- Storytelling
- Community



## WORK EXPERIENCE EXTRACT

- **Frankfurt School of Finance & Management**  
Business Development Manager: Supporting the business units of the business school with personalised workshops and coaching.
- **Accenture**  
Open Innovation Manager: Drawing attention to the potential of data analytics and starting a dialogue with the wider tech community.
- **TLGG - Torben, Lucie und die gelbe Gefahr**  
Brand Consultant: Supporting Dax 30 brands in the development of their digital brand strategies across different channels and user groups.
- **T-Online**  
UX-Designer: Using Design-Thinking methods to develop a service-driven application for the access business unit of Deutsche Telekom.



## PERSONAL SKILLS

- Creativity
- GTD
- Film Making
- Cooking



## EDUCATION EXTRACT

- **Design Thinking: Data Intelligence (Frog Design)**  
Collect, analyse and visualise the information to help solve customer's challenges, leveraging intelligent tools and agile processes including rapid prototyping.
- **Microsoft Innovative Educator**  
Help educators move along a pathway from beginning to integrate digital tools into their classroom to becoming leaders of innovation in education.
- **Evernote Certified Consultant & Community Ambassador**  
Guiding individuals and teams to work more effectively and productively. Providing guidance on best practices for deploying Evernote across a company.
- **LEGO Serious Play Facilitator**  
Facilitating an innovative process designed to enhance innovation and business performance. The reflection process and dialogue between individuals and teams.
- **Foundations in Design Thinkgng (Ideo)**  
Gaining a practical understanding of the design thinking approach based on the "Insights for Innovation" and "From Ideas to Action" Ideo courses.
- **Scrum Master & Product Owner**  
Understanding Scrum as described in the Scrum Guide, the concepts of applying Scrum and how to use it to maximize the value delivered with a product.



## PROFICIENCY

- Wordpress
- Creative Suite
- Evernote
- G-Suite

# Wolfgang Weicht

INNOVATION COACH & SERVICE DESIGNER



## WORK EXPERIENCE

### EMPLOYMENT

01. 2017 - 12.2018  
Business Development **Frankfurt School of Finance & Management**  
Developed an open-innovation ecosystem for a business school. Implemented a new digital learning platform across different departments.
08. 2015 - 04.2016  
Senior Consultant **Accenture Deutschland**  
Identified innovation opportunities and developed business cases. Collaborated with local communities, vendor partners to create a data science ecosystem.
- 08.2013 - 06.2015  
Strategy Planner **LAB75 Design**  
Supervised a start-up team providing data-driven marketing innovation to global car brands.
09. 2012 - 03.2013  
Consultant **TLGG: Torben, Lucie und die gelbe Gefahr**  
Worked with clients, planning director and account management team on repositioning Dax 30 companies.
10. 2011 - 03.2012  
Concept Developer **Kastner & Partner Frankfurt**  
Supported global marketing development efforts for brands like Red Bull by creating online brand and customer engagement concepts.
08. 2010 - 09.2011  
Strategy Planner **Hakuhodo Deutschland**  
Managed all aspects of online marketing campaigns for Honda Deutschland, including marketing strategy, creative development and social media.
- 04.1992 - 08.1994  
Media Production **SPOT Recording Studios**  
Prepared studio for sound recordings. Organized and managed studio sessions for musicians, advertising agencies and clients.
- 06.1991 - 07.1994  
Media Promotion **20th Century Fox of Germany**  
Provided administrative support to the marketing and press department. Conducted phone sales of movies to national cinema owners.



## PROFILE

For over 25years Wolfgang is now helping global brands, enterprises and institutes to see beyond the tellerrand. He is an imagineer; explores the unknown and makes it feasible.

*"There are those who surf the web, and there are those who make the waves."*



## CONTACT ME



+49 176 435 158 97  
skype:wolleffm



www.kzwei.org  
basislager@kzwei.org



Hallgartenstrasse 7  
60389 Frankfurt am Main



## PROFESSIONAL SKILLS

- Design Thinking
- Lean Startup
- Curiosity
- Serious Play
- Storytelling
- Community

## ENTREPRENEURING

16. 2018 - today  
Social Business **Timebanks Frankfurt**  
Founded a digital platform to foster volunteering in local neighbourhoods by community building and P2P-services.
08. 2000 - 03.2001  
Movie Theatre **Hammersmith Movies GmbH**  
Oversaw personnel, financial matters and administration of the venue, including managing open-air and music events.
- 07.2000 - today  
Consulting **kzwei.org**  
Launched strategic management and business planning firm providing in-depth consulting services to a variety of clients.
- 09.1994 - 06.2000  
Media Production **DAVE - Digital Audiovisual Engineering**  
Founded a multimedia production studio. Developed and maintained websites to promote blockbuster movies and global law companies.

## VOLUNTEERING

12. 2018 - today  
Chairman Committee **SocialTech e.V.**  
Created and implemented community-building strategies that engaged startups and local NGOs to take action in the digital transformation of the social sector.
09. 2016 - 12.2017  
Executive Producer **Dataviz Meetup**  
Created and executed community strategies including sponsoring, program curation, community management and execution.
01. 2012 - 12.2017  
Executive Producer **TEDxRhein-Main**  
Responsible for creating the planning and executing of 10 TED conferences with 150-300 attendees. Leading a team of volunteers and managing media and sponsor relationships.

# Wolfgang Weicht

INNOVATION COACH & SERVICE DESIGNER



## PROFILE

### WHAT MAKES WOLFGANG UNIQUE?



## PROFILE

For over 25 years Wolfgang is now helping global brands, enterprises and institutes to see beyond the tellerrand. He is an imagineer; explores the unknown and makes it feasible.

*“There are those who surf the web, and there are those who make the waves.”*



## CONTACT ME



+49 176 435 158 97  
skype:wolleffm



www.kzwei.org  
basislager@kzwei.org



Hallgartenstrasse 7  
60389 Frankfurt am Main



## COMMUNITY BUILDING

10.000 Community Members

4.000 Event Attendees

110 Speakers

14 Meetups

8 TEDx Conferences

5 Hackathons

3 Adventures

1 Space Mission

### CREATIVITY

**I am open-minded, often coming up with new and interesting ideas. I enjoy novelty and change and avoid routine as much as possible.**

#### Very open to experience

I am very imaginative and pay close attention to how things look. I value diversity and welcome difference. I succeed through my curiosity, my vivid imagination, my ability to see things others don't and my adaptability. On a good day, I leap enthusiastically into the unknown. On a bad day, I avoid repetitive tasks.

#### Innovative

I stand out for my original thinking. I am always looking to find a new angle — an idea that no one's tried before. I succeed through my ability to innovate, my lateral thinking and my love of new ideas. On a good day, I enjoy coming up with innovative solutions. On a bad day, I feel constrained by routine.

### THINKING

**As an Analytical thinker, I pick up information faster than most. I am very good at working out the components of complex tasks, opinions, and ideas and this assists you in finding solutions. I have a very good ability to evaluate problems as you can easily spot the details and patterns they contain.**

#### Analytical

I prefer to think through a situation before diving in. I use reason and logic to get to the heart of a problem. I succeed through, being able to learn quickly, remaining objective and taking time to think. On a good day, I think in a structured, logical way. On a bad day, I can place too much emphasis on being analytical.

### CONNECTIONS

**I enjoy meeting new people, making contacts and helping my network. My ability to read and influence others means I am comfortable in most social situations.**

#### Balanced

It takes a lot for me to feel the pressure. I am good at keeping a cool head, and staying upbeat and focused. I succeed through my confidence, staying positive and not worrying too much. On a good day, I stay calm when stress levels rise. On a bad day, I may not realize when others are stressed.

#### Sociable

Social events are something I am naturally good at. I prefer being around people and I enjoy making new connections. I succeed through, being comfortable around people, being energized by spending time with others and taking an interest in others. On a good day, I thrive on meeting new people. On a bad day, I can find it hard to work alone.

#### Diplomatic

I am sympathetic and warm. I prefer to avoid conflict and try to be as tactful as possible. I am also accommodating of other people's needs. I succeed through my sense of fairness, my ability to resolve confrontations and my ability to empathize. On a good day; I have strong social skills. On a bad day; I avoid giving critical feedback.

#### Slightly more supportive than autonomous

Although I have your my views, I also value the people around me. That's why I am good at listening to the opinions of others. I succeed through being independent yet needed within a team, working in the group's interests and hearing outside opinions. On a good day, I am naturally supportive of colleagues. On a bad day; I can be too influenced by others' need.

### DRIVE

**I am self-confident and determined to produce work that's consistently strong. I have a sense of competition that motivates me, I value the respect of my peers and want to be recognized for my achievements or the quality of my work.**

#### Highly disciplined

I am highly meticulous and most likely have a plan. I am thorough and never miss a detail, which is why I am so efficient and reliable. I succeed through my close level of attention, my perfectionism and being so consistent. On a good day, I can be relied on to deliver. On a bad day, I get frustrated by tasks that don't have clear deliverables.

#### Highly confident

I am comfortable in my own skin and really believe in myself; in turn, others believe in me too. I am really good at hiding insecurities if I have them. I succeed through presenting myself as highly capable, taking the lead and meeting challenges head-on. On a good day, I am comfortable in the limelight. On a bad day, I have high expectations for myself.

#### An achievere

I am motivated and ambitious so my work hard to make a real difference. I expect a lot from yourself. I succeed through my natural ambition, my determination and having clear goals. On a good day, I strive to reach my goals. On a bad day, I can overshadow less driven colleagues.

Based on a self-assessment test by University College London and Columbia University New York