

Curriculum Vitae

PERSONAL INFORMATION

Name: Anja Meier
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PRACTICAL EXPERIENCES

April 2023 – October 2023

Turner & Townsend, Business Development

A global consultancy business serving clients in the real estate, infrastructure, and natural resources sectors.

Working Student

Supporting market reports with macroeconomic data analyses

Defining win themes for international construction projects and clients

Conceptualizing sustainable construction consulting concepts for a transition to green and circular building

October 2021 – July 2022

Sustainability Challenge & PORR Umwelttechnik: Green Building and Circular Economy

Conceptualizing a portal for secondary resources and materials

Defining key functions and modules of the portal

Interviewing key stakeholders of the construction industry

Visiting recycling centres of Vienna to understand the circular economy concept and global value chain of resources

October 2020 – June 2021

TTE Strategy, Consultant & Business Development

Working Student

Consulting a large global packaging company in Digitization and Sustainability topics, e.g. a Recycling strategy and the implementation strategy of a new B2B customer portal

Business Development activities, e.g. market and competitor analysis, external communication on Social Media, Conception of a company podcast

October 2018 – August 2020

OSRAM, Digital Strategy

Working Student

Need analysis and road mapping of workstream change & transformation

Conceptualization of an internal marketing campaign to drive digital change

Specification and implementation of the new B2B Commerce shop as part of the new sales strategy

December 2016 – October 2018

EQS Group, Digital Product Management & Corporate Development

Working Student

Develop an international expanding strategy for the company

Market and competitor analysis as a basis for decision-making for further strategy

Conception and specification of three different B2B platforms and projects

Creating wireframes and click dummies as a basis for UX decisions

July 2016 – December 2016

Fink & Fuchs PR, Support & Office Management (Public Relations agency for clients in the IT sector)

Working Student

Creating market analysis of customers in the technology sector and defining their PR strategy

Concepting content for specific actions of the PR plan, e.g. Social media posts

Organization and support of consultants in day-to-day business

EDUCATION

Since October 2020

Universität Wien, Vienna (1,4; graduated with honors)

International Development & Sustainability
Master of Arts (2023)

March 2020 – May 2020

Social Entrepreneurship Akademie, Munich

Enabling Entrepreneurs to Shape a Better World; Certificated Online Course

September 2016 – April 2020

FOM University of Applied Sciences, Munich

Business Administration & Psychology, Bachelor of Science
Major: Change Management & Psychology of Leadership

MAJOR FIELDS OF MASTER STUDIES “INTERNATIONAL DEVELOPMENT”

Master Thesis: How can circular economy activities in the construction sector make the global value chain of sand more sustainable? (1,0; graduated with honors)

Global Value Chains, Conflict Minerals, Sustainable Sourcing, International Development, Political Ecology
Construction Sector, Construction Sand Sector

Green Laws and Regulations in EU Law, e.g. Lieferkettensorgfaltspflichtengesetz, Conflict Minerals, UK Modern Slavery Act etc.

LANGUAGE SKILLS

German; English (C2); Italian (B2/C1); French (B2/C1)

IT-SKILLS

MS Office: Outlook, Word, Excel, PowerPoint, SharePoint, OneDrive, Teams

Hypertext Markup Language (HTML), Salesforce (Sales Cloud, Marketing Cloud, Commerce Cloud), SAP Systems

JIRA, Scrum, Confluence, Navision, EasyProject, Trello, Asana