



Carina Christian-Kradischnig, MMSc.

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EXPERTISE

- Strategy Development & Implementation
- Quantitative & Qualitative Market Research
- Innovation Management & Product Development
- Project Management certified with IPMA Level C
- Strategic Brand Experience and Customer Experience Management
- Product & Market Segmentation

CURRENT POSITION

Senior Consultant ICG Public Management GmbH,
lecturer at FH Wien

PROJECT EXPERIENCE

A1 · Anexia · bellaflora Gartenfachmarkt · BILLA CEE · Dr. Oetker · CFlex · Del Fabro Kolarik · Eat-the-Ball · ELGA · GMS · HOLTER Bad · Holding Graz · Land Burgenland · Merkur · Österreichische Post · Ottakringer · PENNY International · StadtGraz · tpa · Universität Innsbruck · Vöslauer Mineralwasser · WAFF (Wiener ArbeitnehmerInnen Förderungsfond) · Walki Group · WienCont

No matter if it is about strategic positioning or about the development & market launch of a new product - for Carina Christian-Kradischnig, making project-specific complexity tangible is a key element to success. With more than six years of professional experience in the field of marketing consulting, Carina has not only extensive methodological **market research knowledge** but offers also a well-founded toolkit in **innovation management**.

To make projects successful, Carina combines the best of both worlds: With **qualitative and quantitative studies**, complex issues are holistically captured. These data can then serve as input to creative approaches such as **design or service thinking**, in which tailor-made solutions are developed together with the customer. The **IPMA-certified project manager**, also supports you in **conveying this knowledge into practice and in achieving concrete results** to ensure a **successful change**.

As a former member of the Austrian national orienteering team and an enthusiastic runner, she willingly goes the extra mile for her customers and draws from **a diverse industry understanding**. Her previous projects include work in the field of consumer goods, pharmaceuticals, IT and the public sector alike.