

Consultant profile

Kirsten Juchem

Gesellschafterin p4d KG
Senior Consultant
Qualitative impact research and consulting



Current positions and responsibilities

- Empirical research and consulting in the context of change management
- Tailor-made desk research: trend research, case studies
- Evaluations of cultural projects
- Strategic research, evaluation and consulting in the fields of marketing, brand management and development, communication and concept development

Key activities

- Strategic Research and consulting
 - Innovation research
 - Employer branding, corporate mission statements, employee satisfaction
 - Consumer awareness of products, brands, companies
- Qualitative in-depth interviews and group discussions

Experience

- Experience in qualitative research and consulting (rheingold Institute); most recently as deputy managing director of rheingold Salon
- Strategic consulting and process support during change processes, close cooperation with marketing and agencies
- Management of national and international projects for industry, media, trade and non-profit organisations on the basis of morphological psychology; management of large project teams
- Basic research e.g. on youth culture, family and education, ageing, education, sustainability, nutritional trends,
- Intercultural research
- Research with children and young people
- Internal tasks: Team management: from day-to-day business to employee development, constant professional employee supervision, training and further education of employees
- shared reading facilitator
- Lecturer at the Niederrhein University of Applied Sciences
- Preparation of publications; lectures at specialist congresses
- Court expert custody expert opinion in the context of the Working Group Child and Family, Bergisch Gladbach
- Basic course in psychoanalytic-systemic therapy (APF e.V.)
- Study of psychology at the University of Cologne
- Training as office administrator
- Working languages: German and English

Contact

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