

## Antje Gardyan



### Vita

Antje Gardyan (b. 1967) holds a degree in business administration. She joined Metaplan in 2008 and is a systems consultant and senior executive coach. Her previous experience includes 13 years in various management positions as a brand and media manager, among others for the publisher Gruner + Jahr, and as an account representative for several major advertising agencies. Today, she provides consulting services on corporate strategy, organizational development, and mission statement development. Her sector focus includes the media and the digital economy, communications, family-run businesses, and consumer goods.

### Personal interests

Antje lives with her family in Hamburg. She enjoys travelling to countries where she can experience different cultures and to cities with the potential to compete with Hamburg in terms of appeal – Barcelona for example. Antje enjoys trying out new types of sports: after sailing and horseback riding she enjoys the thrill of kayaking on the River Elbe alongside big container ships from all over the world. Family and friends are very important to her: 'without time for friends and family life is wasted'.

### Working languages

German, English

### Focus areas

- Development of strategy and common vision
- Shaping of organization
- Monitoring of change processes in organizations, especially in the media-, communication- and entertainment industry as well as in family-run businesses and the consumer goods industry

### Contact information

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