

VITA Lilian N. Güntsche

Lilian Naomi Güntsche

CEO & Founder
THE DIGNIFIED SELF® & Güntsche Concepts

Digital Strategist, Author, Speaker & Mindfulness-Evangelist



Lilian Güntsche is CEO & Founder of THE DIGNIFIED SELF® and Güntsche Concepts and has been working in tech for over a decade, consulting big cooperations in digital marketing, communication and strategy. After initiating her career in the Bertelsmann group at a global record company, she started working in the telecommunications sector in 2004, fascinated by the new opportunities of digitalisation. Lilian is a mobile lady of the early days and has been producing ringtones and running mobile marketing campaigns before smartphones were even invented.

Lilian has been engaged in several national and international ITC-companies, she is a jury member in various digital industry organizations around innovations, mobile health and mobile education and has been successfully running her own company Güntsche Concepts (guentsche-concepts.de) since 2011. Here she supports corporates, agencies and brands like Coca-Cola, Volkswagen, Audi and Samsung in their digital strategy, project implementation and marketing.

In fall 2015, Lilian also launched THE DIGNIFIED SELF® (thedignifiedself.com), an initiative for more mindfulness in the technology age. Lilian is an author and speaker around the topic. She gives talks and workshops at conferences and within companies all over Europe. Her book, which delivers an entirely unique and fresh perspective on one of the most relevant topics of today, will be published in Germany by Springer-Gabler in fall 2016 (further information on the book: thedignifiedself.com/the-book).

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