

VITA Lilian N. Güntsche

Lilian Naomi Güntsche

CEO & Founder of
THE DIGNIFIED SELF & Güntsche Concepts

Digital Strategist, Author & Singer



After initially starting her career with a major record label in the music business, Lilian has been working in the digital / mobile industry for over a decade on all sides of the industry. She has been successfully running her own company Güntsche Concepts for several years, and is supporting leading brands and agencies in the areas of digital strategy and mobile consultancy. Now, Lilian is establishing an initiative and movement, called THE DIGNIFIED SELF.

After preaching “always-on” for many years, Lilian believes the time has arrived to cultivate an always-me culture and human-first approach, instead of a technology first perspective only. THE DIGNIFIED SELF stands for more mindfulness in our technology accelerated world and delivers a format for like-minded people where The Quantified Self meets The Dignified Self, Yogi meets workaholic and mindfulness meets technology.

Besides her management and entrepreneur activities, Lilian is a respected advisor at several mobile industry events and engaged as a singer, speaker and author. Her first book will be released in 2016 with the major publishing house, Springer Gabler. Lilian lives in Berlin and is 35 years old.

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