



- Testimonials for Lilian Güntsche-Hilgendag -

Extract of client references from latest projects

Reference as Sr. Product Manager, Agile Coach & Scrum Master at CIO Office at HRS GmbH

“For over a year, Lilian has been a very valuable part of my CIO Office team within HRS. Her key focus has been to drive technical automation solutions and conversational design initiatives to improve our global customer service. Lilian has developed powerful blueprints and standards that have highly increased the productivity rate. As part of her Product Owner / Agile Coach / Scrum Master role, she has collected, analyzed and structured requirements from all global markets - from Europe to AustralAsia, the USA, and Latin America. She has implemented and facilitated efficient Scrum routines with our technical partner and stakeholders. She has successfully rolled out and trained more than 50 agents and supervisors globally in a new cloud-based technology that massively enhanced customer experience and analytics quality. Overall, Lilian’s great efforts have added high value and supported the success of saving time, money, increasing standards, productivity, and data quality, within our customer care departments worldwide. She has a gift in agile project management combined with brilliant stakeholder and product management skills. Furthermore, Lilian inspired the CIO department and tech team members at an annual kick-off event with a keynote presentation about mindful work and staying focused in the age of distractions. And most important – It’s fun working with Lilian as she always motivates others and is extremely focused and reliable. I would recommend her anytime!”
I look forward to our further collaboration”. – Jochen Jaser (CIO at SUSE, preciously CIO at HRS)

Reference as Project Lead / Scrum Master from Tech Partner within Genesys Rollout for HRS

“Mindful meets results, is how I would describe Lilian. We worked closely for almost two years rolling out a new contact center platform for a global and multilingual contact center. I was impressed by the structured, mindful and respectful way of working. Acting as both broker between the different teams and scrum master she did an excellent job extracting the needs of the business so we could propose a technical solution. And managing the proposed solutions in the sprints. For me it really was a pleasure working with Lilian, and if you have a project that you need to be managed successfully. I would say contact Lilian.” – Rob Mulder (Solutions Consultant at Content Guru, previously DDM – official Genesys partner)

Reference on Agile Coach in People Solutions Team from HRS GmbH

“Lilian has been supporting our People Solutions Team at HRS for several projects and I really appreciated working with her. I first had the pleasure to work with her in a project for the new HRS job portal, where she acted as product owner and project manager orchestrating us different stakeholders and their requirements. After the successful launch of the job portal, I hired Lilian as agile coach with a focus on my Learning & Development Team as we wanted to dive deep in agile working methods for HR work. Lilian and I designed a training based on the requirements of the team and Lilian was delivering this very interactive and sustainable training to our PS audience, and afterwards accompanied us in the identified projects in which we wanted to first implement these methods. She coached the team, supported the projects as agile coach or scrum master. The biggest project in the PS area was certainly our annual Performance Management Review. Lilian coached and supported me as agile coach in my role as product owner from concept design to delivery which in total lasted 7 months. We increased our productivity and efficiency in planning and conducting our sprints, delivering in time and in high quality.

I especially appreciated Lilian’s ability to dive deep into the topics and not only to support on structural and methodological level but really embraces the topics and gives valuable input and feedback. I love to work with her as she is super reliable, takes full ownership of her assignments, can orchestrate in an empathetic, nice but still determined way all stakeholders to be as precise as possible and to remind the deadlines, and delivers in high quality, and on top, she has a great sense of humor which makes it

super fun to work with her. Thank you for your support and everything I could learn from you! We will continue our collaboration in the future for sure!" – Kirstin Kailbach (Expert People Development at SEEBERGER, previously Director Learning, Development & Culture at HRS Group)

Reference as Speaker on Mindfulness / mental health for WAIFAIR

"Lilian was of our presenters during Wayfair's first ever "Global wellness week". She facilitated a session on Mindfulness in the Digital Age and Mindfulness Lunch. Lilian has a gift for presenting and is clearly a subject matter expert. She is an engaging presenter and story-teller, leaving the audience feeling informed, and curious about the topic at hand. For any company looking to support their employees' mental wellbeing during these unprecedented times, I highly recommend Lilian and her mindfulness workshops". – Stefanie Neth (previously Wayfair Benefits Manager EU + HK)

Reference as a lecturer from one of the students at University of Europe:

"I had the great honor of being in professor Lilian's class for 3 different semesters and throughout these 3 semesters she conducted herself and her classes with great consistency when it came to imparting knowledge and teaching and explaining the concepts of Agile methodologies while also encouraging out of the box thinking to make sure that my peers and I could implement her teachings in real time while she guided us through the thought process with her expertise. Her teachings certainly helped me as I have been able to implement them in my professional life and have definitely helped boost my career". – Yash Mhatre (Co-Founder WLBS, UI/UX Designer)

Reference as Organizational Designer / Agile Project Lead from DAYONE GmbH

"I can warmly recommend Lilian. Her agile approach and empathy have significantly enriched our project at every stage. Lilian's deep understanding of project management and stakeholder engagement, coupled with her mindfulness knowledge, has led our project management to remarkable successes. Her skills were absolutely priceless in project managing a year-long business unit innovation project. Lilian's positive attitude and team spirit made collaboration a real pleasure and made her an asset to any team". - Jörn Siedentopp (Studio Lead & Transformation Manager DAYONE)

Reference Sr. Consultant Digital & project manager from COCA-COLA European Partners

"As an agile project manager in one of our leading European e-commerce projects, Lilian has continuously inspired, supported and pushed the team to deliver a best-in-class solution. Lilian is an outstandingly positive person and valuable asset to any team. Not only is she an expert in staying focused in challenging times, she is also a great strategic thinker with a strong can-do mentality. Lilian is passionate and always up-to-date on all things digital with excellent stakeholder management and communication skills. We truly enjoy working with her for several years now in various roles and projects". - Nancy Sippach (CCEP Senior Business Partner Change Management)

Reference on Senior Consultancy and Project Management role at Coca-Cola

"It was an absolute pleasure working with Lilian. She is a smart, strategic thinker, who is also happy to get hands-on and sort things out. Be it a cross-medial campaign, an event, promotions, liaising with 3rd party companies, a website relaunch, idea conception, a strategy paper - Lilian makes it happen and gets it done - always on time and budget and with an outstandingly positive way and in a charming matter. She is proactive, passionate for her work, creative, solution oriented and manages stakeholders perfectly. Lilian will be an asset to any company and I wish her lots of success in her future roles". - Gabi Seir (Sr. Director IBM iX, previously Group Director Digital & Innovation Coca-Cola)

Reference as Sr. Project & Strategy Lead at Volkswagen

"I had the pleasure to have Lilian in my Digital Marketing Team throughout the last 12 months, managing "Die Autosuche." from the creative side - a very innovative project, which was successfully launched for smartphones, tablets and desktop. Also, she was responsible as lead digital strategist to develop several digital strategy papers (e.g. for mobile and social media) with the according stakeholders included. She did an excellent job in the ideation, positioning, creation, management and execution. Highly convincing and professional strategy papers were produced with concrete, hands-on measures, that are now already being taken. Lilian is a digital expert with a motivating get-it- done mentality, she is passionate about everything she does and a major asset to any team. She is reliable,

has a very friendly personality and is great to work with. I'd recommend her any time". - Axel Neuhaus (Head of Digital Marketing, Volkswagen Vertrieb Deutschland)

Reference as Transformation agent / Agile coach from DICONIUM

"Lilian supported us in the role of a transformation agent in the agile empowerment of the HR department of a software company in the automotive sector. She was positively remembered for her broad knowledge in the agile context as well as her structured and ambitious way of working. We are also pleased to work with her on any projects in the future." - Jürgen Whole (Manager DICONIUM)

Reference as Product Owner, Organizational Designer & Agile Coach at Kieback & Peter GmbH

"Lilian is an expert when it comes to agile working and organizational design. She also has the gift of driving and tracking teams, but always acting benevolently and supporting the team spirit. You can always trust her word. Highest recommendation! - Celil Genc (Gematik, previously Managing Director Kieback&Peter)

Reference as Scrum Master, Project Lead and Digital Strategist from BIG PICTURE

"Over the years I've had the great pleasure to be working with Lilian in several highly complex website projects for two DAX companies. She is a bright strategic thinker, an amazing project lead and a highly valued advisor. Additionally, Lilian facilitates and moderates brilliant agile workshops that motivate and inspire. She is a very skilled marketer and Scrum Master, who is extremely focused, creative and value driven. One of our projects even received an award and was rolled out internationally as a benchmark, which displays the success of her work. On top of that she is a great team player, is fun to work with and has a very kind personality. I'd recommend her any time." - Maximilian Vogel, Co-Founder BIG PICTURE GmbH

Reference as Author and Speaker on mindfulness / mindful parenting from HEINEKEN

"Lilian is an incredibly charismatic speaker. I was fortunate enough to attend her book reading workshop in June 2024, and I was blown away by her passion and authenticity. She not only has a captivating voice, but she speaks from the heart and soul, truly embodying her topics. Lilian provides practical tools that can be implemented immediately, helping to improve and enhance family life. I highly recommend attending one of her workshops for a smoother and happier family dynamic". – Caroline Morin (Media, CMI & Capabilities Manager at The HEINEKEN Company | Business & Life coach)

Reference as Project Manager and Digital Consultant at Axel Springer Corporate Solutions

"From December 2016 to February 2017, Lilian Güntsche worked as a freelance project manager at Axel Springer Corporate Solutions on an intranet reorganization project of a DAX company: Above all, she was responsible for an initial survey of international stakeholders in order to find out what the requirements were new platform are; The result of the work was an extensive management report. During this time, we got to know Lilian as a very competent and extremely pleasant employee with a high level of digital know-how. We are happy to highly recommend her collaboration". - Lutz Thalmann (Director Corporate Solutions at Axel Springer SE)

Reference as Digital Mindfulness Speaker at Deutsche Bundesbank

"Mrs. Lilian Güntsche-Hilgendorf knows how to present all the pitfalls of digital media usage with great humor and charisma in a customized and very realistic manner. Her empathic nature is inviting and captivating. Her talk about „From Always-on to Always-Off“ was a truly entertaining excursion into the world of mindfulness practice peppered with excellently researched studies. All in all, a successful hour of great input.“ - Anke Bechstein-Röse (Deutsche Bundesbank - Management & Team Coaching)