

## PROFILE

**Petra S. Pelzer**

Change Expert

Diploma Communication Designer FH (MA),  
Process Consultant, Trainer, Yoga Teacher

Born 1964

Living in Hamburg

Married

“Love what you do.”



# Focus

- Design Coaching
  - Logotype & Identity
  - Effect of print and website as a corporate personality
  - Design totems in cultures
- Team Development
  - Integration of body and mind working with teams
- Process Consulting
  - Group facilitation / Visual facilitation
  - Mediation & Coaching
- Creation
  - Conception and design of virtual products (Usability / SEO / Apps)



# Expertise

- Group facilitation
- Graphic facilitation
- Integrative Design Thinking
- Ocean Action Learning<sup>®</sup> Method: Experiential learning of leaders and teams aboard tall ships
- Economic evaluation of social-dynamic processes with C4E cost for emotion<sup>®</sup>
- Facilitated culture work with the Cultural Profile Indicator<sup>®</sup> by ComTeam
- Website Coaching
- Resilience Coaching with Yoga and Meditation



# Education and qualification

- Studies of Illustration & Communication Design  
FH Gestaltung/Armgartstraße, Hamburg
- Research and innovation stipend by the Federal Republic of Germany:  
Renewable energy campaign in cooperation with Solvis, Braunschweig
- Yoga teacher training in Austria, India and France  
(Sivananda TTC / ATTC)
- Process consultant training, ComTeam Academy
- Licensed in working with the Culture Profile Indicator<sup>®</sup>, ComTeam Academy
- Experience abroad: India, USA, Canada, France, UK, Western Europe
- Languages:
  - German (native), English (fluent), French (basic)



# Portfolio Career

- Since 1996 independant Designer / Art Director
- 1998 Graduation Diploma Designer (MA), FH Gestaltung Hamburg/Armgartstraße
- 1998/99 Research and innovation stipend by the Federal Republic of Germany: Solar energy campaign in cooperation with Solvis, Braunschweig
- 1998–2004 Solvis, Braunschweig (Internet, Concepts)
- 1998–2002 Solara Hamburg (Catalogues, Print)
- 1999–2000 HEW, Hamburg Energiekonzept Zukunft (Moderation, Internet, Concepts)
- 1999–2001 Ökostrom Handels AG, Nordstrom AG, Husum (Campaigns, Print)
- Since 2000 Umweltanalytik Kessel (Consulting/Corporate Design, Internet, Print)
- Since 2004 Sivananda Yoga Vedanta Centres, Europe (Internet, Campaigns, Catalogues)
- Since 2009 Pelzer AP, Hamburg



# Portfolio Career

- 2009 Moderation training at Pelzer & Associated Partners  
[www.pelzerap.com](http://www.pelzerap.com)
- 2009 Co-development of the Ocean Action Learning method based on 20 years of practice in experiential learning on board tall ships. [www.oceanactionlearning.com](http://www.oceanactionlearning.com)
- 2010 Shareholding partner at Pelzer AP
- 2014 Co-development of the C4E methodology for balancing emotional factors in business enterprises and build a single-user web application [www.cost4emotion.com](http://www.cost4emotion.com)
- Current customers, consulting and corporate design:
  - Sivananda Germany / France / UK / Austria / Lithuania
  - Cuprotect® shielding systems, Bargteheide
  - Jarchow Media, Hamburg
  - Stage Up, Hamburg
  - Vino Vistas, Italy





# Petra S. Pelzer – Personal Reference

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