

Vita Dr. Gesa Birnkrout

Age: 38

Education: **Pädagogische Hochschule Ludwigsburg** – 1999 - 2003
PhD Program in arts management. Title: Volunteering in Cultural Institutions: A Comparison between the U.S. and Germany (supervisor: Prof. Dr. Werner Heinrichs), PhD on January 16, 2003

Hochschule für Musik und Theater, Hamburg
Diploma in arts administration 1998
Thesis on: Comparative work on Financing the Arts in the U.S. and Germany

University of Hamburg, Hamburg
Diploma in business administration 1995
Thesis on: Investigations under Uncertainty

Wolfgang-Borchert-Gymnasium, Halstenbek
Graduation with Abitur, 1990

Further education: **TEMA Consult GmbH, Hamburg**
Trained as Systemic Coach, 2008/2009

Teaching: **Estonian Academy of Music, Tallinn, Estonia** - 2004 – present
Professor and head of cultural management department – lectures on business administration for the arts, volunteer management and research seminars, supervisor for thesis – lecture language: English

University Hamburg – 2000 – present
Teacher at the vocational studies for “Arts and Education Management” – intensive seminars on “Business Administration in the Arts” and “Introduction to arts management”, supervisor for thesis

Hochschule für Musik und Theater Hamburg, master program for Arts Management – Hamburg, 1996-2006
Teacher at the master Program – lectures on „Business Administration in the Arts” and “Volunteer Management” - Examiner for diploma exams and thesis since 1998, member of the entrance exam committee since 2002

University of Vienna, Institute for theatre sciences – Vienna, 2005 - present

Teacher at the Masters Program on "Arts and Organisation" – intensive seminars on "Project Management"

Institut für Kulturkonzepte Vienna – Vienna, 2006 - present

Trainer for the certificate course on Arts Management – Weekend Trainings on "Business Administration in the Arts"

Practical Experience: **General manager and founder of BIRNKRAUT|PARTNER** – since 2004 - consulting company in the

area of strategic arts support for companies and arts institutions (www.Birnkraut-Partner.de)

Current projects include:

- Development of an evaluation system for the institutional subsidized arts institutions in Berlin – contract for the ministry for arts and sciences in Berlin (2005/2006)
- Report about the Relevance of the Music Live Clubs in St. Pauli / Hamburg – Contract by the precinct of Hamburg – Centre (2006)
- Organisation and consulting for the "INVENTIO" – an annual award sponsored by the YAMAHA Foundation and the German Association of Music (since 2004)
- Development of a strategic marketing instrument for customer relations for the TheaterGemeinde Hamburg – the biggest visitor organisation for theatres in Hamburg (2006)
- Organisation and moderation of round-tables on the topic of creative economy for the embassy of the Netherlands in Duesseldorf
- Consulting different arts institutions, for example: Tanzquartier Wien, Westwerk Hamburg, etc.

Number of employees of BIRNKRAUT|PARTNER: 2 full time and 1 part time

Head of Board of the Institut für Kulturkonzepte Hamburg – since

2005 – a non profit organisation in co-operation with the Institut für Kulturkonzepte in Vienna for vocational education of arts managers, including an annual arts management summer academy (since 2004) and a seminar program (started in 2006)

Institute for arts and media management Hamburg - 2002-2004–

general manager for research and service

Freelance presenter for classical music shows at public broadcaster NDR Radio 3 – 2001- 2003

Freelance head of production for public broadcaster NDR Radio 3 – 2000 - 2002 (NDR is one of Germany's biggest public broadcasters)

Correspondent Germany for Music&Media-London, 1998-2002 (Music & Media is a sister publication of Billboard and a trade publication for music and radio industry)

Cultural Program manager at Vereins- und Westbank - Hamburg, 1998-2000 (free-lancing)

**Selection
of research
projects:**

Research on Cultural Entrepreneurship 2006 – self initiated research on the development of entrepreneurial thinking in the arts management field

Potential Analysis of the voluntary cultural year in Germany 2004 – study was financed by Global Service Institute Washington University, St. Louis, USA

Implementation of a volunteer program at the Konzerthaus Gendarmenmarkt Berlin, 2004 – study was financed through the Robert Bosch foundation, Stuttgart

Research in the U.S. and Germany 2001 – to complete the research for the doctoral dissertation, a 6-week research trip to 10 U.S. –American cities with over 30 interviews and research trips to 12 German cities with over 25 interviews were done

Miscellaneous:

Voluntary head of the board of the Junior Chamber of Commerce, chapter Hamburg,
Voluntary consultant of the Arts Foundation Hamburg
Singing in a church choir in Hamburg

Moderation:

for example for the: HypoVereinsbank, Unilever, Jugend musiziert, Landesmusikrat Hamburg, Deutsche Telekom, Beiersdorf, IBA Hamburg, Bezirksamt Hamburg Mitte

Membership:

deputy chairperson of advisory council "Maßnahmen für Kulturwirtschaft" (Measures for Cultural Industry) of the initiative of the cultural industry of the federal government, member and chairperson of the memorial council of the city Hamburg, member of the editorial board of the friends of the Altonaer Museum e.V., junior chamber international at the chamber of trade, member of the board cultural sponsoring at the chamber of trade Hamburg, ENCATC, German association of journalists, ARNOVA, AVA, German association of cultural policy, member of the board of trustees of the Emil-Berliner Foundation, member of the initial editorial board of the academic journal: EUROPEAN CULTURAL