Profile

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Expertise: U.S. Media & Politics Discourse Intelligence
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I look at news like a board member, not like a journalist. I focus less on what happens – and more on what it will mean tomorrow for European decision-makers. In particular, I translate U.S. and transatlantic public discourse into strategic orientation for leaders in Europe.

As a **Narrative Analyst** for U.S. politics and media, I turn discourse signals – frames, conflict lines, emotional tone, and agenda shifts – into **clear scenarios** for decision-makers. Not the story, but the **strategic implication**.

I began my career in **Corporate Development at Siemens AG in Munich**, working closely with the CEO's office. Since then, I have held **leadership roles** in the U.S. and Germany at the intersection of **strategy**, **change**, and **communications**, working with boards, supervisory bodies, executive teams, and operational organisations.

Again and again, I saw the same issue: decisions made under **avoidable uncertainty** – not because leaders lacked capability, but because the right insight was missing, **too slow**, **too expensive**, or **distorted by internal politics**.

Today, new technologies – especially AI-powered, kappa-validated **discourse analysis** – enable **evidence-based insight** that is **qualitatively superior**, **dramatically cheaper**, and **available in days** rather than months. What would have required 20–30 experienced researchers working for months only a few years ago is now accessible to decision-makers at a fundamentally different price point and timeline.

After decades at the front line of strategy and change, I chose to move from leading transformation to **providing evidence-based advice** on how meaning forms – before it hardens into consensus. Today, I help European decision-makers navigate U.S. and transatlantic discourse before it turns into political and market reality.

In short, I help leaders turn noisy public discourse into early, actionable signal.