

SWANTJE RÖßNER



**Expert on Design and Creativity
Former Designer at BMW Group**

Swantje Rößner is a passionate strategist, designer and advisor.

Swantje Rößner studied industrial design at the Munich University of Applied Sciences and design development, marketing and psychology at Ohio State University, USA. From 1992 to 2010, she was a designer at the BMW Group, responsible for the interior design of the X5 and 7 Series models as well as the Z9 show car, thus shaping BMW's new style direction. When she moved to Group Strategy, she made significant contributions to the transformation process of the BMW Group as a strategist.

From 2011 to 2020, Swantje Rößner headed the agency Poetic Design and guided companies and organisations to find their very own vision, strategy and innovation. At the beginning of 2021 she founded Swantje Rößner Boxenstopp, strategically advising her clients from various sectors to hold on for a pit stop to find their mission, direction and vision and to get the team on board to reach future goals with ease.

With her approach that meaningful and thus successful innovation can only take place when reason and emotion are combined and mutually supportive, she not only supports future projects from corporations to public agencies to NGOs, but also delivers exciting and inspiring lectures. Swantje Rößner has the ability to quickly change perspectives, she succeeds in refuelling companies and their teams, steering them precisely into the future and bringing them back into the race with a clear lead. Her tools and emphatic moderation also enable very diverse teams to go in the same direction, to unfold the corporate mission across the entire company and to build new bridges to their customers in a highly motivated manner.

Topics (Selection):

- Change of Perspectives
- Picture of the Future
- Change of Culture
- Customer Centricity
- Innovation thanks to Emotion
- Motivation - Personal Growth instead of Change