



Zeitgeist Expert
Cultural Studies Scholar
Cultural Director

Kirstine Fratz is a cultural studies scholar and zeitgeist researcher. She explores how social change takes place and how new ideas, attitudes and markets emerge. As one of the first zeitgeist experts in Germany, she has developed a unique approach to not only observe cultural dynamics but also to make them actionable for businesses and organisations. This is zeitgeist expertise. A cultural depth of field for exploring new territory in business and life.

Kirstine is half-Danish and spent part of her childhood in New York. She studied cultural studies with a focus on ethnology at the University of Bremen. Her work soon centred on the phenomenon of zeitgeist. Following stints at the Hamburg Trendbüro and research and work placements in London, San Francisco, Paris and Marrakesh, she worked for the trend agency Neogarde before setting up her own business as a Zeitgeist researcher in 2008. With Zeitgeist Dynamics®, Kirstine Fratz developed her own methodology that reveals a broader perspective on markets, innovation and strategic positioning. She uncovers the hidden cultural codes by which people organise their lives - the invisible operating system of our culture. This enables companies to look beyond short-term trends and identify long-term potential. Her work aims to shed light on the connections between societal aspirations, economic development and business practice.

Her clients include companies such as Unilever, Facebook, Audi, Burda, Universal and Procter & Gamble. She is also in demand as a speaker worldwide and contributes her expertise to various networks and committees. She is a TED speaker and publishes regularly in international media.

In her talks, Kirstine Fratz combines analytical acuity with a broader perspective on culture and the future. She demonstrates how cultural developments emerge, the forces driving them, and the consequences this has for organisations. This is not about forecasts in the traditional sense, but about gaining a deeper understanding of the movements of our time. She opens up new ways of thinking about leadership, innovation and collaboration, and highlights how companies can actively shape their own role in cultural change. Markets follow people, and people follow the zeitgeist.

Topics (Selection):

- Unleash the Power of the Zeitgeist: Key Insights for Business Transformation
- The Zeitgeist Loves the Future
- How the Power of the Zeitgeist Continuously Shapes the Way We Think, Act, and Feel