

CHRISTIANE BAUSBACK

DESIGN AND COMMUNICATION EXPERT

Christiane Bausback is Head of Design and Managing Director of N+P Design with over 22 years of experience in striving innovation and shaping the future in close collaboration with her interdisciplinary team.

Chris works with a broad range of companies from start-ups to global brands and focuses on creating holistic solutions that build businesses and create memorable experiences for all stakeholders. After graduating as Industrial Designer from the Darmstadt University of Applied Sciences in Germany, she gained experience during several years of practice with Herbst LaZar Bell Inc. in Chicago, Neumeister + Partner and BSH Bosch and Siemens Home Appliances. In 2008 she returned to N+P Industrial Design as Managing Director.

Chris has **received national and international recognition as well as several design awards**, such as IDSA Gold, Good Design Award Chicago, Red Dot and iF Product Design Award, and has been nominated for the Design Award of the Federal Republic of Germany.

Parallel to her professional activities, **she lectures at national and international design schools**, mainly in Germany and Switzerland, since 2000. She is frequently invited to be a jury participant in international design-awards, present keynote speeches, join panel discussions and be a mentor at accelerator events.

As the design and communication expert at BOND International, Chris provides extensive and broad industry experience combined with a deep understanding of market, socio-cultural and future trends as well as the technical toolkit to rapidly develop, visualize and turn ideas into reality.

Recent professional activities:

- Development of the next level of mobility and activating new mobility ecosystems such as the development of the Deutsche Bahn Mobility Platform including DB Regio, DB EC, DB ICE 4 Update, DB Autonomous Shuttle and since 2020 the operation of Beyond1435 | DB, the ecosystem and partnership hub of the Deutsche Bahn
- Cross-Industry innovation experience in consumer goods, home appliances, medical and industrial design for brands such as B/S/H, SAMSUNG, Haier, EMS Medical, Schrack-Seconet, Straumann, Frauscher and Flottweg among others
- Several speeches for TEDx, AUDI Bayern Initiative, IDC, Aviation Forum and the Railway Forum
- Jury member and juror on prestigious design and brand committee such as Cannes Lions 2018 and the Loop Design Award 2021
- Board member of Innovation4X Germany, with the role of mentor
- Business development, creation and execution of Moonshot4Future an annual event where ideas are turned into reality in 72 hours including solution development, research work and early stage start-ups into marketable, rollout-ready companies (more information: www.moonshot4future.com)
- Expert at the WIDC Conference at the 2019 World Industrial Design Conference
- Lecturer at various universities and design academies (Technical University Dresden, -Stuttgart, -Munich, University of Applied Sciences and Arts Northwestern Switzerland)
- Various publications and diverse papers in Railway magazines, i.e. "der Eisenbahn-Ing.", "Bahn Manager"