

1. Contact information

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Proposed role: Key Expert 2 – Innovation & Productization Specialist

Professional Profile

Senior Innovation Strategist & Productization Architect with 20+ years of experience designing, standardizing and scaling innovation challenges, accelerator programs and ecosystem instruments across Europe and Africa. Specialized in developing modular business models, financing frameworks, value-for-money propositions and institutional delivery architectures for public-sector and development-funded initiatives. Extensive experience with GIZ, UNIDO, UNDP and EU-funded programmes in multi-country settings.

2. Education:

Institution [Date from - to]	Degree(s) or Diploma(s) obtained:
2024-2026 University of Applied Sciences Eisenstadt Austria Hochschule Burgenland	Master of Science- Business Process Engineering & Management
2007–2012 University of Vienna, Faculty of Business Economics and Statistics	Master of Science in International Business Administration
2005- 2006 University of Vienna, Faculty of Business, Economics and Statistics	Homologation of the Economist (Ökonomin) degree to the Master of Science in Economics
Jan 2005-July 2005 Albanian Diplomatic Academy	Postgraduate Diploma - International Relations
1995- 2000 University of Tirana, Faculty of Economics	Bachelor of Science in Economics
Professional education [Date from - to]	
2025 WIFI Austrian Economic Chamber	Certified Senior Process Manager
2024 EULEP-European Learning Experience Platform	Training of trainers for AI for Business
2024 Twin Transition Facilitator for SMEs EU frameworks by EntreComp4Transition	Training of trainers for supporting SME the EntreComp, DigComp and GreenComp frameworks
2023 Early Warning Europe Mentor Academy	Business mentor - specialized for SMEs in distress
2022- by theseriousplayer.com LEGO® Serious Play® Methode	Trainer & Facilitator in the stage "Deep Play" of LEGO® Serious Play® Methode
2020-2021 University of Applied Sciences Eisenstadt Austria	Advanced Certification Trainer for Higher Education
2018 incite Qualitätsakademie WKÖ - Austrian Economic Chamber -	CEC Certified Export Consultant
2017 incite Qualitätsakademie WKÖ - Austrian Economic Chamber	CMC Certified Management Consultant
2013-2014 WIFI Austrian Economic Chamber	Advanced Certification Trainer for Adult Education

3. Specific experience in different regions:

Country	Date	Keyword
Ankara Turkey	2026	Circular Economy, Business tool design, Sustainable Business, BSO Support
Albania	2024-2025	Youth unemployment, Training, participatory, workshops NEET, vulnerable youth , VET, innovation challenges, hackathon, design thinking
Peru, Bangladesh, Ghana, Kenya, Tanzania, Namibia, Nepal	2024-2025	Gender Equality, Social Inclusion, Environmental Social Safeguards, design , action plan GESI ;ESS
Albania, Bosnia Herzegovina, Montenegro, Kosovo	2023-2024	Startup and SME policy, strategy, Plastic Reduction and Plastic recycling, marine litter prevention, Innovation
Austria, Greece, Lithuania, Spain, Romania	2023-2026	Consulting Tourism startups and SME on rural areas about sustainability and innovative approaches, strategy development, mentoring
Botswana, Cuba, Ethiopia, Kenya, Peru	2021-2022	Business development, startup ecosystem, Cleantech innovation, SDG alignment, business acceleration, Value chains, Marketing for SMEs, mentoring startups and SME, Economic inclusion of vulnerable groups
Moldova	2020-2024	SME, Export promotion, Innovation, Marketing, sustainability acceleration program, regional economic development, partnership building
Albania	2021-2021	Youth employment, SME policy, Export promotion, Export Manager education, marketing, Innovation; value chains, sustainability accelerations, Export Readiness, women economic empowerment, startup , entrepreneurship
Austria/ Belgium /Italy	2020	Migrant entrepreneurship, women entrepreneurship, women economic empowerment, innovation challenges
Ghana/ Nigeria/ /Tunisia/ /Kenya	2017-2021	Tech Start-ups, Scaleups, Innovation and Impact entrepreneurship, women economic empowerment,

Austria/Albania/ Germany/Ghana/ Nigeria/ North Macedonia/Tunisia/ Spain/ Uzbekistan/ Turkey / Kenya	2017-2021	Tech Start-ups, Innovation and Impact entrepreneurship, women economic empowerment, Strategy development
Moldova	2018-ongoing	SME, Innovation, Export Consulting, aimed at increasing competitiveness of national economy
Albania, Kosovo, FYROM	2014-2018	SME competitiveness, trade promotion, value chains, private sector development
Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine	2015-2017	SME Competitiveness, focused on Export Readiness and Export promotion
Turkey	2015-2017	Start-ups and entrepreneurship
Austria	2005-2020	Internationalization, Innovation,
Moldova	2006-2019	SME Competitiveness
Ukraine	2007	Business development
Italy	2002-2003	Business development
Albania	1999-2005	Trade facilitation, Business development

4. Present positions:

- **Managing Partner and lead consultant at Koestinger & Partners Vienna:** Project Manager, Business Development, Trainer, Enterprise facilitator, High-end Consulting on Strategy, Sustainability, Innovation and Internationalisation , Innovation facilitator (project portfolio in international development projects as annex)
- **Co-Founder and Business Angelina of BeVi AI** – Startup working on AI-based human attention analysis system
- **Co-Founder of WeDOS.io-** Community and platform supporting female entrepreneurs to start impact businesses.
- **Advisory Board of OurPower Energy Coop-** an energy cooperative with over 900 members and users in the renewable energy
- **External University Lecturer FH WIEN, Hochschule Burgenland on topic like impact entrepreneurship, export management, project cycle management.**

5. Language skills: (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
English	1	1	1
Italian	1	1	1
German	1	1	1
Spanish	3	3	4
French	3	3	4
Turkish	4	4	4
Albanian MT	1	1	1

6. Other skills: Full Computer literacy in terms of software, IT hardware, and e-networking including Office suite, google suite, and many other productivity tools and applications like Miro, Canva, HubSpot, Notion, Adonis, Visio , draw, Figma, WordPress, Squarespace, Thinkific, My kajaby , Airtable, Shopify, etc etc.

Project management: Waterfall, Agile , Scrum, Lean six Sigma, PCM, RBPM, Logical Framework Approach, Theory of Change

Process management: BPMN, Adonis, EPK, CPRE, ITIL, Archimate, ADOIT

Innovation management: Business Modelling, Lean canvas, Business model canvas, Value proposition canvas, design thinking, human-centred design, LEGO deep play,

8. Training design and facilitation since 2010 -30+ different lecture topics *Design and conduct of training and lectures, accelerator and incubator programmes, innovation challenges, hackathons etc*

Internationalization of SMEs and small business startups	Entrepreneurship and innovation	EU project management
1.AEROPLANE training for SMEs 2.How to become an export consultant 3.Understanding trade flows and trade statistics 4.How to build an export business plan 5. Export marketing 6.Intercultural competence ,Cross cultural negotiations, Networking, Communication with international partners 7.Export tariffs and Non-tariff barriers 8.Exporting to the EU-challenges 9.Participation in Trade Fairs 10.Service design for BSO and TSO 11.GoTo Market	1. Business modelling (business Model canvas; lean canvas Lean startup Design your life- leadership time management, networking, 2. Value proposition design 3. Go to market strategy, Responsible marketing, GTM strategy 4. Company incorporation , legal , financial, trade licences etc 5. Investment readiness 6. Startup ecosystem design 7. Design thinking, Service design, Human centred design, Design Sprint/ Earth sprint 8.How to design and deliver a 3 min startup Pitch 9. How to invest in a Startup -due diligence ecetera 10.Social/ impact entrepreneurship 11.Impact investing with a gender lens	1. Project cycle management of EU funded Projects 2. Writing successful EU project proposals workshops 3. Result based management 4. Logical Framework Approach 5. Theory of Change 6. SDG Innovation Lab 7. BPMN 8. Agile project management

-*Main institutions* Austrian Chamber of Commerce, Austrian Development Agency, IMPACT HUB Vienna, EUROCHAMBRES, European Union, Techstars, Talent Garden, Enpact Berlin, Chamber of commerce of Milano, GIZ, UNIDO, UNDP, Different EU projects,

-*Universities* - University of Applied Sciences Burgenland Austria, European University Albania; Yildirim Beyazit University -Business school Turkey, Donau University Krems, School of management Kiev, University of Applied Sciences FH Wien

-*Lecturing types* -Seminar, Lecture with exercise, Lecture, Placement, Workshop, online course, blended, hybrid

-*Supervised academic work since 2017* - Supervised + 6 master's theses

-Over 3000 people trained SMEs, Executives, BSOs, NGOs, Students, Startups mentored.

Key qualifications:

Senior Innovation & Productization Specialist with 15+ years of experience designing, standardizing and scaling innovation challenges, accelerator programs and ecosystem instruments across Europe and Africa, including multi-country development cooperation assignments under GIZ, UNIDO and UNDP.

An innovative leader with proven experience in giving strategic direction and guiding skilled intercultural interdisciplinary teams

Relevant Experience in Innovation Challenge & Productization Design

- **Designed and standardized multiple innovation challenges and accelerator formats (GIZ Albania, UNDP Albania, EIT Climate KIC, Vienna Business Agency, SDG Innovation Lab).**
- **Developed business models, modular programme structures and financing logic for publicly funded innovation instruments.**
- **Designed cost structures and partner co-funding models for multi-country programmes.**
- **Developed value propositions and pitch decks for funders, public authorities and private-sector partners.**
- **Structured delivery models, responsibility matrices and institutional anchoring frameworks.**
- **Mobilized and coordinated multi-stakeholder ecosystems including governments, donors, private sector and startups.**

Financing & Business Model Expertise

- **Designed co-funded and blended financing structures involving public authorities, donor agencies and private sector partners. Programme productization and modular pricing models**
- **Financing frameworks for donor-funded innovation instruments**
- **Value-for-money modelling**
- **Institutional delivery model design**

Total professional experience in Africa: 8+ years across East (Kenya, Tanzania, Ethiopia), West (Ghana, Nigeria), and Southern Africa (Namibia, Botswana) including multi-country development programmes.

8. Professional Experience				
Dates	Location	Company/ Contractor	Position/Role	Description of responsibilities
Aug 2015-ongoing	Vienna Austria,	Köstinger & Partners FlexCo, Austria (former Koestinger Consulting e.U) www.koestinger.eu www.goodstartupschool.com	Managing Partner, Principal Consultant, & Founder High-end Consultant and Facilitator on strategy, sustainability, innovation and internationalisation (export) for SMEs.	Köstinger Consulting is an innovation consultancy with focus on sustainable business development founded by Asetila Koestinger in 2015. In 2022 Köstinger Consulting opened an office in Tirana Albania. As the general manager and Principal Consultant of Köstinger Consulting, Asetila Köstinger guides clients through four key stages of business development. These stages include the ideation and validation of new ideas, the growth and improvement of existing business models, support for exporting products and services in the EU, and helping organizations reinvent themselves to stay competitive in rapidly changing markets. Asetila also manages the day-to-day operations of Köstinger Consulting, overseeing business development, financial management, strategic planning, sales, and project management. Under her leadership, Köstinger Consulting aligns its services with the Sustainable Development Goals (SDGs), offering expertise in startup ecosystem building, Internationalisation, Sustainability, Innovation, and Responsible Marketing. Asetila ensures that each client receives tailored solutions that drive long-term success. In addition to managing operations, Asetila facilitates trainings and workshops, designs accelerator programs, and provides systemic consultancy, enabling businesses to adopt innovative practices and navigate international markets. As a thought leader and international speaker, she contributes to industry publications and global discussions on sustainability, entrepreneurship, and leadership.
May 2025-May 2027	Diber Albania	World Bank, Ministry of Agriculture CRAD project	Team Leader and Consortium Leader	The establishment and medium-term operation (inkl branding) of the Fruit and Vegetable (F&V cluster) in Dibra Region aligned with Albania's Climate Resilience and Agriculture Development (CRAD) objectives, contributing to sustainable agricultural development, food safety compliance, and market integration.
June 2024-ongoing	Vienna Austria	Our Power Energie genossenschaft www.ourpower.coop	Advisory Board member on Innovation and business development	OurPower is an innovative energy cooperative based in Austria that aims to reshape the energy market by empowering individuals and communities. Its value proposition lies in creating a direct marketplace where over 300 local renewable energy producers can sell their green electricity—derived from sources like solar, wind, water, and biomass—directly to consumers. This model not only ensures 100% supply security year-round but also fosters community engagement in the energy transition by allowing customers to choose their energy suppliers and contribute to local energy projects. By prioritizing long-term relationships over short-term profits, OurPower seeks to promote sustainable energy practices and collective responsibility among its members, encouraging them to actively participate in the energy market and support the transition towards a greener future.
Sept 2024-march 2024	UNIDO A2D facility Vienna Austria	www.unido.org	Team Leader GESI ESS Action Plan	Conducted research and designed a global Gender Equality and Social Inclusion (GESI) and Environmental and Social Safeguards (ESS) action plans, ensuring alignment with international best practices. Lead a team of experts from Peru, Kenya, Bangladesh, Ghana and trained the first pilot projects to be implemented in Nepal, Nigeria, Namibia, Tanzania and Kenya
Jan2025-March 20205	UNDP Albania	www.undp.org	Team Leader Innovation challenge	Designed and implemented an Innovation Challenge in Vlore, Shkoder, and Tirana, Albania fostering collaborative solutions to address local challenges, with focus of youth NEET (not in education , employment or training) -Designed full innovation challenge architecture including selection framework, evaluation criteria, cost structure and delivery model. -Structured partner engagement model and operational workflow. -Developed budget framework and value proposition for public stakeholders.
April 2024-Feb 2025	Enpact Berlin	www.Enpact.org	Key Expert – ecosystem builders	Supported business support organizations in designing and implementing demand-driven services tailored to local market needs. Training, mentoring and coaching 6 BSO and ISO (business support organisations and innovation support organisations) in service design , business modelling, value proposition design, go to market and ecosystem building.
June 2024-Nov 2025	SECO Swiss Cooperation	https://www.seco-cooperation.admin.ch	Key Expert GreenStride Albania	Greens stride Albania is to building the capacity of municipalities in Vlore and Shkoder with a focus on sustainable business practices, social responsibility, and good governance (ESG). Designed scalable and replicable innovation support format. Developed funding proposals and partnership models. Created modular training and implementation structure.
Jan 2024-may 2024	EIT Climate KIC	https://www.climate-kic.org	Team Leader Albania Clim Accelerator	The Albania ClimAccelerator program, in albania for the first time, was a dynamic initiative designed to support and accelerate the growth of climate-focused startups in Albania. The program received a strong response, with a total of 14 eligible applications, including 5 from startups with female founders.

				- Structured programme model aligned with international funding framework. -Defined selection process, evaluation logic and delivery architecture.
From Feb 2024- Oct 2024		BeVi Ai www.beviai.com	Fractional CMO -Business Angelina and Co-founder	BeVi AI ia and AI powered app that takes the best product Photos and Optimizes resizes, and delivers them efficiently. Our claim is “we will democratize high-quality product image creation by providing an AI-powered app that automatically optimizes and resizes photos for any platform, empowering businesses of all sizes to showcase their products effectively and efficiently. (Because) the current process is time-consuming, requires design expertise, and often results in inconsistent image quality across platforms” Asetila Koestinger in the role of CMO is responsible for networking and partnerships
Nov 202- June 2024	Albania Bosnia & Herzegovina Montenegro Kosovo	www.giz.de GIZ Albania Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH Eschborn	Team Leader Marine litter prevention-mentoring of businesses	Advisory for SMEs/start-up support on plastic waste reduction or recycling strategies- gender sensitive The objective of this assignment is that by the end of this contract, in four partner countries, a total of at least 15 start-ups / small and medium enterprises (including two women-owned enterprises) have implemented first steps of their business models based on plastic waste reduction or recycling strategies.
2023-2024	Albania	www.giz.de GIZ Albania Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH Eschborn	Team leader Good Startup school	Guided founders and startups in creating sustainable business models focused on gender sensitivity and environmental sustainability. <ul style="list-style-type: none"> • Designed scalable and replicable innovation support format. • Developed funding proposals and partnership models. • Created modular training and implementation structure.
May 2023- Sept 2024	Moldova	www.giz.de GIZ Moldova Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Dag-Hammarskjöld-Weg 1 – 5,65760 Eschborn	Key Expert Strong Businesses and Communities for Moldova	Strong Businesses and Communities for Moldova Straseni Soroka Edinet Leova and Comrat Consultancy on regional and local economic development and SME policy-Designing and implementing business friendly communities and municipalities. Consulting and training, designing and developing innovation challenges for Local Public authorities (LPA) to developing business services. Organising and implementing study visits and learning journeys for LPA in Austria, Albania and North Macedonia Designed modular innovation challenge formats adaptable for different municipalities. Developed cost and resource allocation frameworks. Created operational templates for replication.
Feb 2021- July 2022	Vienna Austria	www.unternehmen.oekebusiness.wien.at Oeko business Wien	Team Leader , designer SDG Innovation Lab, Vienna	The SDG Innovation Lab is an interactive and intensive support program designed in the form of a business accelerator for Viennese businesses that are willing to design sustainable products and services aligned with the SDGs (the Sustainable Development Goals) and be innovative like a startup. Designed accelerator as reusable innovation product with defined entry criteria, milestones, and financing structure. Developed value-for-money logic aligned with SDG impact metrics.
May2022- Aug 2022	Moldova	www.giz.de GIZ Moldova Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Dag-Hammarskjöld-Weg 1 – 5,65760 Eschborn	Team leader Background study	Background study for project interventions in selected locations Edinet, Straseni, Leova, Soroca, Comrat -Strong Businesses and Communities for Moldova Project
Jan 2023- Dec 2025	Austria, Greece, Lithuania Spain Romania	www.susrur.eu European Union – SMP-COSME-2021-TOURSME	Team leader for the Accelerator for SME	SUSRUR-Towards SUSTainability and resilient scenarios for tourism startups and SMEs in Rural & Remote Areas <i>COVID-19 Recovery Through Sustainable Tourism Growth and SME Support</i> Design developed and implementation of an accelerator program for 60 SME in the tourism sector to improve their business models with sustainable business solutions.

October 2022 – ongoing	Austria	https://wirtschaftsagentur.at Vienna Business Agency	Team Leader	Framework contract for 4 years starting from Oct 2022 for advising Viennese Startups on sustainability and impact modelling.
Jan 2018- Dec 2024	Vienna	Greenwell Energy GmbH – Greentech start-up www.greenwell.energy	Co-founder and Managing Partner Greentech Product development, customer development and marketing Business Angelina and Co-Founder	Greenwell is a Startup in the sustainable energy and environment sector, that takes over existing oil/gas wells near the end of their economic life that are still technically suitable but before plug and abandonment and converts them for geothermal use. Asetila Koestinger in the role of CMO is responsible for : 1. Business Development-Identify and pursue new business opportunities, establish strategic partnerships, and build a strong network of clients and collaborators. 2. Customer discovery and Marketing- Develop and implement customer validation strategies and business case development, pitch to different startup demodays, investors, partners and potential clients. Additionally, speaking and writing to create awareness for Geothermal energy as renewable energy source in Austria in the public and private sector in order to create and cultivate great relationships with the biggest energy partners in Austria and Central Europe with aim the recognition of geothermal energy as a natural resource.
Sept 2019- Dec 2020	Vienna, Milano, Brussels	Adecco group/ Mylia Milano YMCB www.mylia.com Young Migrant Capacity Building https://ymcb.eu	Course leader and mentor for the Austrian community of young migrant entrepreneurs and women entrepreneurs	Training design and facilitating the incubation program tailored for young migrant entrepreneurs including blended education, training & mentoring program in Vienna, Austria and Brussels, Belgium. Facilitated the following entrepreneurship training programs in Vienna and Brussels. <ul style="list-style-type: none"> • YMCB training Program Vienna Austria Sept 2019-Feb 2021 • YMCB training Program Brussel Belgium Austria Sept 2020-Feb 2021 The YMCB is a support program for prospective young migrant entrepreneurs tested in Austria, Belgium, Italy and the Netherlands with the aim to scaling up and replicating it in other territories.
Sept 2018- Sept 2020	Chisinau	WeGlobal, Milano Italy https://weglobal.org	Senior expert NKE- SME internationalization on DCFTA Focus on Export oriented SMEs manufacturing, ITC, FMCG, Agrotech e.g.,	Consulting and training BSOs (Business Support Organizations) and TSOs (Trade Support Organizations) on SME Competitiveness in the framework of DCFTA between EU and Republic Moldova– Export readiness and export growth. Strategic and innovation management advisor for ODIMM (Organization for Small and Medium Enterprises Sector Development), EBA (European Business Association), ISM (Standardization Institute) CCI and other local beneficiaries in topics like service design, Human centered design, continuous innovation, strategic planning, marketing strategy.
May 2016- ongoing	Eisenstadt Austria	University of Applied Sciences Burgenland https://www.fh-burgenland.at/en/	University Lecturer	-Lecturer and academic tutor in the Master Program European studies- EU Project Management -Lecturer and academic tutor in the Bachelor- Internationale Wirtschaft-international trade and export financing
February 2017- Jan 2018	Ankara Turkey	Department of International Trade and Business Yildirim Beyazit University Business School Ankara https://aybu.edu.tr	University Lecturer	Lecturer in the bachelor and master Program International Trade and Business: <ul style="list-style-type: none"> • Evolution of Multinational Enterprises • Global Leadership • International management behaviour • Economic diplomacy – Area studies CEE • Intercultural Competence
Sept 2015- June 2016	Ankara Turkey	YB University Business School and TUBITAK https://aybu.edu.tr/isletme/uti/custom_page-323-english.html	Key Expert and trainer at the Entrepreneurship Certification Program	Project under “TUBITAK 1601-The program of increasing innovation and entrepreneurship capacity in University” Lecturing following topics <ul style="list-style-type: none"> • Entrepreneurship – theory and practice • Creative disruption- Innovation management • EU Funded project IPA- what are they, where and how to participate? How to write successful EU proposals with LFA and ToC?
October 2015 – Nov 2017	Armenia, Azerbaijan, Belarus, Georgia, Moldova, Ukraine	EUROCHAMBERS, UEAPME EAST INVEST 2 – Eastern Partnership funded by the European Union https://smeunited.eu http://www.east-invest.eu	Senior Expert for the BSO Academy 'Internationalization' Train the Trainers Course Leader and coach SME Academies in the EaP countries	Consulting, Training, and Advising the regional and local BSO Academies (Business Support organizations) with aim to increase the capacity of business organizations in the EaP countries to provide better and specialized services to their SMEs members and the support for familiarizing the business associations and SMEs with the DCFTA (Deep and Comprehensive Free Trade Area) and EU acquis. Training and advising in the establishing of the regional SME Academies.
April 2014- ongoing	Vienna, Austria	WIFI International, of the Federal Chamber of Commerce of	Trainer and consultant in the CEE / SEE countries.	WIFI supports Austrian companies in CEE/SEE on location with higher qualification of their staff and Austrian educational know-how. <ul style="list-style-type: none"> • Enterprise Facilitation and workshops and trainings e.g. • Internationalization and trade for SME perspective

		Austria, Vienna Austria https://www.wifi.at	Project: WIFI International Know How Transfer in private sector development and international trade	<ul style="list-style-type: none"> • Innovation to Business • International marketing • Strategic management • Intercultural management • Service design • Sustainable product design • Competitiveness Innovations, Sustainability • Women entrepreneurship • B2B management program for SMEs with the Focus bilateral business initiation
January 2013- Oct 2017	Tirana, Albania	Albanian Centre for Business Research and Training of the Chamber of Commerce and Industry of Tirana, Albania www.cci.al	Senior Advisor International relations, Project manager and trainer Monitoring and evaluation	Externally funded Projects (CBC, IPA, USAID; WB etc.) - From EoI to proposal preparation to award, of grants and public procurements; EU project cycle management incl Logical framework approach; result based management, theory of change. Facilitating international cooperation and development topics: Development Aid, International Project Management, Externally Financed Projects, EU IPA funded projects (TA, CBC), Support for Consortium Building; Proposal writing, Horizon2020 Training International trade topics. Training on entrepreneurial learning with focus on youth and women. Conducting different quantitative and qualitative research projects related to SME competitiveness, entrepreneurship, women entrepreneurship etc.
01 Nov 2007– 01 Aug 2013	Vienna Austria	TERRA Umwelttechnik GmbH Environmental technology- https://terra.cc	Marketing and PR, - International business development	Market analysis and benchmarking (national and international) Business development and cooperation with international B2B customers/suppliers. Coordination and project management of cross-marketing projects Organization and planning of the company's training and continuous education programs Delivery and facilitation of internal training modules. Planning and delivery of the training for the Romanian branch company.
2005-2007	Vienna Austria	Uni Wien	Full time student	Begin and follow up of studies at the University of Vienna to latter conclude with a Master of Science in International Business.
May 2003– October 2005	Tirana Albania	European Union Customs and Fiscal Assistance Mission – CAFAO Albania (former CAM-Albania)	Project Coordinator at the project “Anti Organised Crime Initiative”	Coordination of the joint activities/actions at regional or local level between the mission staff and the local counterparts for the OCI Project that also actively involved travelling in the various areas of work. Coordination of training and support activities to Albanian Customs and Albanian Police at national or regional level in the framework of the project. Analyzing and monitoring FTA (free trade agreements), PAIS from Italy and Greece etc.
April 2001– May 2003	Rome Italy, Tirana Albania	Instituto Superiore di Sanità (Italian Superior Institute of Health) www.iss.it	Project Manager/ Team leader/ Research team's Scientific secretary	Project Manager/Team leader responsible for the following Projects: -Training Program for Albanian medical and non-medical hospital staff -Strengthening Albanian Health Information System -Rehabilitation of the Departments of Epidemiology and Biostatistics of the Institute of Public Health -Follow up the joint epidemiological studies on HIV (quantitative), Infantile Mortality (qualitative), and Infectious Diseases (quantitative) -Responsible for the research teams and whole good functioning of the different on-going research from survey design till publication.
Aug 1999- april 2001	Tirana Albania	European Union Customs and Fiscal Assistance Mission – CAFAO Albania (CAM-Albania)	Administrative project officer; Head of secretaries /Interpreters	Daily office management, Protocol register and archive Queries from international partners and experts Assistance in training matters Managing the confidential correspondence of the Head of Mission

9. Entrepreneurship Experiences – Social and societal impact				
June 2019-present	Vienna/ Berlin / Shkodra	Techstars Start-up weekend https://www.techstars.com/communities/startup-weekend	Lead organiser- Community leader	Startup Weekend March 2025 Vlorë Tirana Shkodër Startup Weekend Sept 2023 Shkodra Startup Weekend Sept 2022 Shkodra Global -Start-up weekend women Vienna Dec 2021 European -Start-up weekend SDG September 2020 <i>Virtual</i> European -Start-up weekend Foodtech Austria February 2020 Global -Start-up weekend women Vienna September 2019
Dec 2020	Austria	Hacking for SDG	Organizer and instructor	H4SDG is based on the Lean LaunchPad developed by Steve Blank at Stanford University. with a focus on supporting the UN Sustainable Development Goals (SDGs).
Mar 2020-present	Austria	The GoodStartup school	CoFounder and programme director	A virtual startup school and incubation program for impact start-ups with 70% participation of Women. Provide women and girls with resources to turn their impact idea or early-stage startup into a successful, commercially viable business idea.
Oct 2019-present	Germany/ Ghana/ Nigeria/ Kenya	Enpact Berlin Enpact.org	Start-up mentor and facilitator	West Afrika Start-up mentoring. 8 months programme of continuous & intensive mentoring, bootcamp and more. 3 months Empowering Entrepreneurship Initiative Kenya.
March 2013-present	Austria Vienna	www.WeDO5.io Startup Incubator network WeDO5=WeDOs #WeDO5 #5startups #5scaleups #5hifitups #5sustainable #5spaces #H4SDG	Founder Chairwoman Community builder	WeDO5 welcomes all women start up enthusiasts in Europe and beyond to learn, develop, connect, cooperate and rise together. WeDO5 connects the connectors but overall connects rising women in the start-up ecosystem worldwide. <ol style="list-style-type: none"> 1. Designs and implement programmes for women founders like incubators, accelerators, bootcamps, hackathons and Start-up weekends from scouting till investment ready for own needs and also for corporate partners. 2. Act as a bridge in the local and regional level between two not good communicating worlds: the start-up ecosystem and the female entrepreneurship movement 3. Design and implement short- and long-term innovation strategies for organizations with aim to Ignite and improve Women Entrepreneurship 4. Design and implement matchmaking events such as Find Your Female Cofounder 5. Evaluate pitches and deliver pitch consultancy and coaching. 6. Supports fempreneurs through strategic planning and preparation of pitch decks, business plans and financial models. 7. Review and evaluate business plans, financial models and other materials and the subsequent stages of the investment readiness process. <p><i>Previously WeDO5 was called-KulturenReich. Kulturenreich is an impact organization that facilitates female entrepreneurs and female start-up founders through their entrepreneurial journey in Vienna. It serves as a connection platform for events, social enterprises and different ecosystem players.</i></p>
May 2019-present	Vienna Austria	Zebrasunite #zebrasuniteaustria #zebrasunite #zebrasunitevienna	Chapter leader Austria Zebras Unite https://zebrasunite.coop/vienna	The ZebrasUnite is a grassroots movement of Zebra founders, funders, and friends dedicated to building companies and startups that balance both profit and purpose. Zebras Unite calls for a more ethical and inclusive movement to counter existing start-up and venture capital culture. We believe creating an alternative to this status quo is a moral imperative. Founded by entrepreneurs and for entrepreneurs and by four entrepreneurs (who just so happen to be women)

1. Selected References of Köstinger-Consulting (Mag. Asetila Köstinger CEC CMC)

- ⊗ UNIDO Vienna, UNIDO ITPO Rome Italy, Vienna Business Agency, Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ Eschborn Germany, Brigg Digital Ingolstadt Germany, Avantgarde GmbH Vienna,; Chamber of commerce of Milano, Chamber of commerce of Austria, Chamber of commerce and industry of Tirana; Danube University Krems, Center for Journalism and Communication Management, Krems, Iceberg Communication Tirana; Gruppo Edile Koni srl, Milano, Italy; ERFEBASIA Ltd. Hong Kong; Ankey Consulting and Trade, Ankara, Turkey; IMC Krems, Krems, Austria; Yildirim Beyazit University Ankara, Turkey; WIFI IKT, Vienna Austria; Ministry of Tourism of Albania, Österreichischer Städtebund Vienna, Austria; Akademie Westerham in Feldkirchen-Westerham Germany, EUROCHAMBERS Brussels, UEAPME/ SME United Brussels, European University of Tirana; FH Burgenland Austria, Österreichische Integration Fonds, Impact Hub Vienna, WeGlobal Milano, European Business Association of Moldova, DaVinciLab Vienna, TalentGarden Vienna, Amadeus Association Vienna, Techstars Berlin, Enpact Berlin, Network Tribe, Helvetas SWISS Cooperation, Risi Alb., Addeco group Milano, FoldOut.eu Vienna; AEIDL Brüssel, CCI Moldova, CBS Albania, Oeko Business Vienna, ODIMM Moldova; EnPACT Berlin,

2. Memberships of Professional Bodies:

- Ashoka Visionary Austria Alumna Club
- Stanford Entrepreneurship LEAN educators' community
- SDG Watch Austria
- SENA- Social Entrepreneurship Network Austria
- Zebras Unite Austria
- GTÖ- Verein „Geothermie Österreich“
- Austrian Start-ups association
- Austrian National Professional Organization for Management Consultancy and Information Technology WKÖ UBIT
- Certified consultants and trainers -WIFI International of the Austrian Economic Chamber WKÖ
- Austrian Economic Chamber WKÖ
- The European Council for Small Business and Entrepreneurship (ECSB)
- SIETAR - Society for Intercultural Education, Training and Research Austria
- Zukunft.Frauen Austria (ZF15) Alumna Club
- WeDOS.io

3. Trainings attended / Certifications awarded

- 2025- Senior Process Manager (SPcM)
- 2025 Process Analyst (PcA)
- 2025- Requirements Engineering CPRE
- 2024- Training of trainers AI for Business
- 2024- BPMN with Adonis
- 2024- Lean Six Sigma fundamentals
- 2024- Twin transition facilitator
- 2023-Business mentor certificate specialized for SMEs in in distress by Early Warning Europe Mentor Academy
- 2022-Trainer & Facilitator in the stage "Deep Play" of LEGO® Serious Play® Methode by theseriousplayer.com
- 2022- Oxford Said Business School- Oxford Women's Leadership Development Programme 2022
- 2021 University of Stanford Engineering NPLAP- Summer master course -Methods of Innovation -energy
- 2021 Diversity, Equity and Inclusion in the Workplace, Certificate University of South Florida
- 2021- Business Case for Sustainability University of Colorado
- 2020-2021 Ashoka Visionary Leadership Program
- 2020 Athena University Educators Certification, Zertifizierungsprogramm Hochschuldidaktik Akademie Burgenland
- 2019 ICAgile Certified Professional - Business Agility - ICP-BAF certification
- 2019- WKÖ- Zukunft.Frauen- Board of directors training- Ministry for digital and economic affairs and WKÖ
- 2018- CEC Certified Export Consultant from incite Qualitätsakademie WKÖ - Austrian Federal Economic Chamber,
- 2017- Certified Cultural Detective Facilitator, SIETAR Austria Vienna
- 2017- CMC Certified Management Consultant from incite Qualitätsakademie WKÖ - Austrian Economic Chamber
- 2016 EU Project Manager Skills International & ECQA European Certification and Qualification Association
- 2014 Certified Trainer for adult education of WIFI of the Austrian Federal Economic Chamber, Vienna
- 2012- Accredited export consultant from the WKÖ for different CEE countries

4. Honor's and/or Awards

- May 2018 – European Good Practice 2018 Award in training in SME Internationalisation from the ETF European Training Foundation
- May 2018-Policy makers choice award in SME Internationalisation at the ETF European Training Foundation
- 2009 Certificate with distinction for the project “Competition Analysis and Marketing promotion of the automatic Robotic Book Scanning” by Qidenus Technologies GmbH

5. Community Building

- TechStars Startup Weekend Sept 2023 Shkodra organizer and community lead
- EIT Climate Accelerator Albania
- TechStars Startup Weekend Sept 2023 Shkodra organizer and community lead
- TechStars Startup Weekend Sept 2022 Shkodra organizer and community lead
- Enpact Berlin- startup mentor in Kenya, Ghana, and Nigeria
- Hacking 4 SDG – from Stanford Lean educators of Lean Launchpad
- Chapter leader of Zebras Unite Vienna Austria
- INITS Vienna TechStartup mentor
- TechStars Startup Weekend Virtual focus SDG Sept 2020– Organizer and community lead
- EUvsVirus Hackathon April 2020 - Jury
- Global Hack April 2020 Startup mentor
- HacktheCrisisAustria march Mentor and Jury
- Fintech hackathon November 2019 Vienna– Start-up mentor
- BR41N Computer designer's hackathon September 2019-Jury
- Find your female cofounder in Vienna 2018, 2019, 2020– founder und organizer
- TechStars Startup Weekend women Sept. 2019, Dec 2021 – organizer and community lead
- TechStars Startup Weekend FoodTech Feb. 2020– organizer and community lead