

# Stefan Tschauko

PhD Candidate in International Relations at The Fletcher School  
MALD (Intl. Relations), MS (Intl. Mgmt.), *Diplom-Ingenieur FH* (Information Mgmt.)

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CURRICULUM VITAE  
NOVEMBER 2020  
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## PhD Dissertation

“The role of branding and brand management in influencing the performance of IOs”

Committee:

Ian Johnstone, Professor of International Law

Michael Møller, former Director-General of the United Nations in Geneva

Bernard Simonin, Professor of Marketing and International Business (Chair)

## Education

International Relations, PhD Candidate since Sept. 2017; MALD, MA in Law and Diplomacy  
*The Fletcher School of Law and Diplomacy*, Tufts University since Sept 2015  
*Sciences Po*, Paris School of International Affairs (exchange) Boston, USA  
Concentration: International Organizations and International Communication Paris, France

International Management, Double-degree Master’s program MS / CEMS MIM  
*WU, Vienna University of Economics and Business* 2012–2014  
*Koç University* (exchange) Vienna, Austria  
Graduated with honors; Ranked among top 5% of students in class Istanbul, Turkey

Information Management, *Diplom-Ingenieur FH*, 4-yr undergraduate degree  
*FH JOANNEUM, University of Applied Sciences* 2003–2007  
*University of Portsmouth* (exchange) Graz, Austria  
Graduated with distinction; Ranked among top 5% of students in class Portsmouth, UK  
Concentration: Corporate Management and New Media

## Teaching Experience

### The Fletcher School/Tufts University: Instructor

Tools and Methods for Personal Knowledge Management SKILL WORKSHOP 2020 Summer/Fall  
Note-Taking and Research with Scrivener SKILL WORKSHOP 2020 Summer/Fall  
Design for Non-Designers OSHER LIFELONG LEARNING INSTITUTE 2020 Summer

### Harvard University: Teaching Assistant

International Relations and Diplomacy NAIMA GREEN-RILEY 2020 Summer

### The Fletcher School/Tufts University: Teaching Assistant

Introduction to International Relations TUFTS, MICHAEL BECKLEY/MALIK MUFTI 2020 Fall/2019 Fall  
Global Marketing Management: “The UN Brand Challenge” Case FLETCHER, BERNARD SIMONIN 2019 Summer  
The Practice of U.S. Public Diplomacy FLETCHER, WILLIAM RUGH 2019 Spring  
Adaptive Leadership and Managerial Communication FLETCHER, MIHIR MANKAD 2018 Fall  
Actors in Global Governance FLETCHER, IAN JOHNSTONE 2017 Fall

## Professional Experience

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|--|------------------------|
| <b>Tufts University: Academic Skills Consultant</b>  | Aug 2020 – May 2021    |
| • Advising undergraduate and graduate students on time management and study strategies   | <i>Boston, USA</i>     |
| <b>United Nations (Department of Global Communications): Voluntary Researcher</b>  | 2016 (June – July)     |
| • Researched brand management in the UN system; provided advice on managing the UN brand   | <i>New York, USA</i>   |
| <b>United Nations (Department of Global Communications): Voluntary Researcher</b>  | 2013 (July – Aug)      |
| • Designed a workflow for consistent, multilingual communication through social media channels   | <i>New York, USA</i>   |
| <b>United Nations Alliance of Civilizations: Media and Information Literacy Intern</b>   | 2013 (Feb – May)       |
| • Conducted social media outreach and coordinated events with partners   | <i>New York, USA</i>   |
| <b>Brains (Branding and Graphic Design): Project and IT/Workflow Manager</b>   | Oct 2006 – Jan 2013    |
| • Managed brand and design projects, and advised clients in the fields of digital and print media  | <i>Vienna, Austria</i> |
| • Designed and implemented quality management-related measures in the fields of project management, knowledge management, corporate communications, and internal IT infrastructure |                        |
| • Trained employees and mentored interns and apprentices   |                        |

## Invited Talks and Presentations

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|--|-----------|
| <b>Brown University: "Diplomacy and Branding at the United Nations"</b>  | 2020      |
| <b>Harvard University: "The United Nations: A Primer"</b>  | 2020      |
| <b>United Nations, Geneva: "Branding in the UN System: Five Theses," <a href="#">Download</a></b>  | 2017      |
| <b>United Nations, New York: "Strategic Communication and Branding in International Organizations: The Case of the United Nations"</b>   | 2016      |
| <b>United Nations, New York: "Designing a Communication System That Enables Consistent, Immediate, Multilingual and Accurate UN Communication Through Social Media Communication Channels"</b> | 2014/2013 |
| <b>United Nations, New York: "Social Media at the UN: Suggestions for Process and Workflow Management of Social Media Activities"</b>  | 2013      |
| <b>United Nations, New York: "Social Media at the UN: Current Status of Social Media Activities"</b>   | 2013      |

## Academic Conferences

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|---|------|
| "What Do We Know About Branding and Brand Management in the UN System? Exploring the Literature and Highlighting Avenues for Research," Academic Council of the UN System | 2020 |
| "Brand Design Can Save the Organizations That Were Designed to Save Us," Austrian Research and Innovation Talk, Washington, DC  | 2018 |
| "Towards a Better Understanding of the UN," Academic Council of the UN System, Rome   | 2018 |
| "Branding the United Nations," Austrian Research and Innovation Talk, Austin, TX. <a href="#">Download</a>  | 2017 |

## Scholarly Work

- "Strategic Communication and Branding in International Organizations: The Case of the United Nations - UN-Internal Perspective on Branding at the UN-Secretariat and the UN-System-Wide Level." **Report of the Master's Thesis research.** The Fletcher School. 2017
- "Designing a Social Media Communication Process for International Organizations: The Case of the United Nations." **Master's Thesis.** Vienna University of Economics and Business. 2014

## Awards

- Fletcher: Dissertation Proposal Writing Stipend 2020
- Fletcher: PhD Conference Fund 2020/2018/2017
- Fletcher: Educational Enrichment Fund 2019/2018/2017
- Fletcher: Stipend from the Fletcher Office of Development 2018
- Fletcher: Tufts University Graduate Competitiveness Initiative Fellowship 2018/2017
- Fletcher: Hitachi Center Research Grant 2016
- Fletcher: MacJannet Fellowship for two years of the Fletcher MALD program 2016/2015
- wu: Merit-based scholarship for the second academic year 2014
- FH JOANNEUM: Merit-based scholarship for the second and fourth academic years 2007/2005

## Organisational Commitments and Other Activities

- Fletcher: Dean Search Committee Member 2018-2019
- Fletcher: Student Council Member 2018-2019
- Fletcher: PhD Colloquium Coordinator 2017-2018
- Model United Nations in NYC: Chair, Special Session on the MDGs NY-GYLS INTERNATIONAL MUN 2013

## Skills and Interests

**Languages:** German (native), English (fluent), Spanish (intermediate), French (intermediate)

**Public speaking:** for example a TED-style talk on "Getting Things Done" [See YouTube](#)

**Management:** project, process, and knowledge management; workshop facilitation

**Software:** Microsoft Office, Apple Keynote / Aperture, Adobe InDesign / Photoshop / Illustrator

## References

**Nancy Groves**, Chief of Digital Strategy at the UN Environment Programme (grovesn@un.org); former focal point of two master's theses conducted with the UN Secretariat

**Ian Johnstone**, Professor of International Law at The Fletcher School (ian.johnstone@tufts.edu); reader on dissertation committee and advisor

**Bernard Simonin**, Professor of Marketing and International Business at The Fletcher School (bernard.simonin@tufts.edu); chair of dissertation committee and advisor