

Stefan Tschauko

PhD/MALD in International Relations
MS in International Management
Diplom-Ingenieur FH in Information Management
st3682@columbia.edu · stefantschauko.com

CURRICULUM VITAE
AUGUST 2024
PAGE 1

PhD Dissertation

**Branding & Performance of
International Organizations in the
United Nations System**

COMMITTEE

BERNARD SIMONIN (CHAIR), THE FLETCHER SCHOOL
IAN JOHNSTONE, THE FLETCHER SCHOOL
MICHAEL MØLLER, FORMER HEAD OF THE UN IN GENEVA

Education

PhD/MALD in International Relations, PhD 2024, MA in Law and Diplomacy 2017
The Fletcher School of Law and Diplomacy, Tufts University
Sciences Po, Paris School of International Affairs (exchange)

2024
Boston, USA
Paris, France

MS, International Management, Double-degree Master's program MS/CEMS MIM
wu, Vienna University of Economics and Business
Koç University (exchange)

2012–2014
Vienna, Austria
Istanbul, Turkey

Graduated with honors; Ranked among top 5% of students in class

DI (FH), Information Management, *Diplom-Ingenieur (FH)*, 4-yr undergraduate degree
FH JOANNEUM, University of Applied Sciences
University of Portsmouth (exchange)

2003–2007
Graz, Austria
Portsmouth, UK

Graduated with distinction; Ranked among top 5% of students in class
Specialization: Corporate Management & New Media

Teaching: Instructor & Adjunct Assistant Professor

Columbia University/SIPA: Strategic Communications in International Organizations ADJUNCT

Fall 2024

Brown Summer School: Branding & Graphic Design INSTRUCTOR, PRE-COLLEGE

2024/2023

Harvard Summer School: International Relations, Global Governance, and the UN INSTRUCTOR

2024/2023/2022

Tufts University: Design for Non-Designers INSTRUCTOR, ADULT LEARNERS

2021/2020

Teaching: Teaching Fellow/Assistant

Harvard Extension/Summer School

International Conflict and Cooperation DUSTIN TINGLEY

since 2021 (11 X)

The Politics of the Environment and Climate Change DUSTIN TINGLEY

2024/2023 (3 X)

International Relations and Diplomacy NAIMA GREEN-RILEY

2020

Elliott School of International Affairs, the George Washington University

International Affairs Cornerstone (MA) CHARLES GLASER/NICHOLAS ANDERSON/MICHAEL BROWN

each Fall since 2021 (4 X)

The Fletcher School/Tufts University

Actors in Global Governance FLETCHER, IAN JOHNSTONE

2021/2017

Introduction to International Relations TUFTS, MICHAEL BECKLEY/MALIK MUFTI

2021/2020/2019 (4 X)

The Practice of U.S. Public Diplomacy FLETCHER, WILLIAM RUGH

2019

Arts of Communication FLETCHER, MIHIR MANKAD

2018

Contribution to Edited Volumes

"Branding Analysis." In *International Organizations and Research Methods: An Introduction*, 2023
edited by Fanny Badache et al. University of Michigan Press, 2023.

Other Scholarly Work

"Brand Management and Application: The United Nations Brand Challenge." **Video Case Study.** 2019
The Fletcher School's Master of Global Business Administration.

"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

"Qualitätsmanagement mit besonderem Fokus auf die Einsetzbarkeit von Prozessmanagement in Creative Industries" [Quality Management with a Focus on Process Management in Creative Industries]. **Diploma Thesis.** FH JOANNEUM University of Applied Sciences. 2007

Invited External Presentations, Policy Briefs and Advice, and Guest Lectures

Oxford-Sciences Po Network: "Branding and Communications in the UN's Peace and Security Environment," PRESENTATION 2023

Harvard University: "Branding in Int. Organizations: Why?–How?–What? Whither?" PRESENTATION 2022

Brown University: "Diplomacy and Branding at the United Nations," GUEST LECTURE 2020

Harvard Summer School: "The United Nations: A Primer," GUEST LECTURE 2020

United Nations (UN) Geneva: "Branding in the UN System: Five Theses," [Download](#), PRESENTATION 2017

UN Refugee Agency (UNHCR), Geneva: "Branding in the UN System: Five Theses," PRESENTATION 2017

UN, NYC: "Strategic Communication and Branding in Int. Organizations," PRESENTATION 2016

UN: "Designing a Communication System That Enables Consistent, Immediate, Multilingual and Accurate UN Communication Through Social Media Communication Channels," VIRTUAL PRESENTATION FOR UN SOCIAL MEDIA EXPERTS 2014

UN, NYC: "Designing a Communication System That Enables Consistent, Immediate, Multilingual and Accurate UN Communication Through Social Media Communication Channels," PRESENTATION FOR SENIOR UN COMMUNICATIONS STAFF AT UN HEADQUARTERS 2013

UN, NYC: "Social Media at the UN: Suggestions for Process Mgmt. of Social Media," PRESENTATION 2013

UN, NYC: "Social Media at the UN: Current Status of Social Media Activities," PRESENTATION 2013

Conference Presentations

- "The Impact of Branding on Mission Achievement of IOs: A Grounded-Theory Model Based on Five Cases from the UN-System," ECPR, DUBLIN 2024
- "Anatomy of Branding in International Organizations: A Framework for IO Branding Based on a Cross-Case Analysis of UN System Organizations," ISA, SAN FRANCISCO 2024
- "How Does Branding Impact the Performance of International Organizations? The Case of the UN Environment Programme," AUSTRIAN RESEARCH AND INNOVATION TALK, LOS ANGELES 2023
- "How Does Branding Impact the Performance of IOs? An Emerging Relationship between IOs' Branding and Their Capacity to Achieve Their Mission: The Case of UNEP," ISA, MONTREAL 2023
- "How Does Branding and Brand Management Impact the Performance of IOs? An Emerging Framework: The Case of the UN Environment Programme," ACADEMIC COUNCIL OF THE UN SYSTEM, GENEVA 2022
- "Branding and Brand Management in International Organizations: What Constitutes Branding in IOs? An Emerging Framework of Branding Manifestations," ACADEMIC COUNCIL OF THE UN SYSTEM 2021
- "Branding and Brand Management in International Organizations – Manifestations, Influence Factors, and the Role in Influencing Performance: The Case of the UN System," AIB UKI CONFERENCE 2021
- "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," [Download](#), AUSTRIAN RESEARCH AND INNOVATION TALK, AUSTIN, TX 2017

Departmental Presentations, Talks, and Guest Lectures

- "Strengthening Multilateralism through Communications," FLETCHER HITACHI CENTER 2022
- "Employing Qualitative Research to Build a Branding Theory," GUEST LECTURE 2021
- "Brand Management and Application: The United Nations Brand Challenge," GUEST LECTURE 2021
- "Branding in Intergovernmental Organizations," FLETCHER PHD RESEARCH FORUM 2018
- "Strategic Communication and Branding in IOs: The Case of the UN," FLETCHER HITACHI CENTER 2018
- "People Make Dreams Become Reality," MACJANNET FOUNDATION ANNUAL MEETING 2018
- "Getting Things Done," [See YouTube](#), TED-STYLE TALK AT TUFTS' FACES OF THE COMMUNITY EVENT 2017

Awards

Tufts: Honos Civicus Society	2024
Fletcher: Dissertation Completion Scholarship	2023
Fletcher: PhD Conference Fund	2023/'22/'20/'18/'17
Fletcher: Dissertation Research Stipend	2023/'22/'21/'20
Fletcher: Hitachi Center Research Grant	2022/'16
Tufts: Graduate Institute for Teaching Stipend (GIFT)	2021
Fletcher: Educational Enrichment Fund	2019/'18/'17
Fletcher: Stipend from the Fletcher Office of Development	2018
Fletcher: Tufts University Graduate Competitiveness Initiative Fellowship	2018/'17
Fletcher: MacJannet Fellowship for two years of the Fletcher MALD program	2016/'15
wu: Merit-based scholarship for the second academic year	2014
FH JOANNEUM: Merit-based scholarship for the second and fourth academic years	2007/'05

Departmental Service and Other Activities

Fletcher: Advised administrators on the school's re-branding exercise	2020
Fletcher: Representative reporting on diversity and inclusion issues to the Board of Advisors	2019
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 <small>NY-GYLS INTERNATIONAL MUN</small>	2013

Workshop Design and Facilitation

Branding & Design for Scholars: Creating Professional Résumés with MS Word <small>ISA</small>	2025 <small>IN PLANNING</small>
Branding & Design for Scholars: Creating Professional Presentations with MS PowerPoint <small>ISA</small>	2025 <small>IN PLANNING</small>
Design for Non-Designers: Creating a Professional Résumé <small>HARVARD</small>	2024 <small>(3X)</small>
Scrivener for Scholars: A Philosophy and Software for Your Personal Knowledge Management <small>ISA</small>	2024
Tools and Methods for Personal Knowledge Management <small>FLETCHER</small>	since 2020 <small>(> 10 X)</small>
Note-Taking and Research with Scrivener <small>FLETCHER, HARVARD</small>	since 2020 <small>(> 20 X)</small>
Managing Time in College <small>TUFTS</small>	2021
Getting Things Done <small>BRAINDS</small>	2010

Training

Tufts Graduate Institute for Teaching (GIFT) <small>3-WEEK SEMINAR ON TEACHING PEDAGOGY</small>	2021
Institute for Qualitative and Multi-Method Research (IQMR) <small>2-WEEK SEMINAR, SYRACUSE UNIVERSITY</small>	2018
Mediation Practicum <small>4-DAY SEMINAR ON CONFLICT RESOLUTION SKILLS, FLETCHER/MWI</small>	2016
Workshop facilitation and presentation <small>2-DAY SEMINAR, ANITA RAINER, BAB CONSULTING, VIENNA</small>	2009
Negotiation skills <small>1.5-DAY SEMINAR, ANITA RAINER, BAB CONSULTING, VIENNA</small>	2008
Project management <small>4-DAY SEMINAR, DYNACT MANAGEMENT CONSULTING, VIENNA</small>	2008

Professional Experience

- Freelance: Visual Brand Identity Assets Consultant** since 2006
- Creating on-brand letter, report, and presentation templates for MS Word and PowerPoint
- The Fletcher School: Research Assistant** 2021 (Jan-Aug)
Boston, USA
- Coordinated the organization of a symposium on "Controlling Infectious Disease Outbreaks"
- Tufts University: Academic Skills Consultant** Aug 2020 - Oct 2021
Boston, USA
- Advising undergraduate and graduate students on time management and study strategies
- United Nations (Department of Global Communications): Voluntary Researcher** 2016 (June-July)
New York, USA
- Researched brand management in the UN system; provided advice on managing the UN brand
- United Nations (Department of Global Communications): Voluntary Researcher** 2013 (July-Aug)
New York, USA
- Designed a workflow for consistent, multilingual communication through social media channels
- United Nations Alliance of Civilizations: Media and Information Literacy Intern** 2013 (Feb-May)
New York, USA
- Conducted social media outreach and coordinated events with partners
- Brains (Branding and Graphic Design): Project and IT / Workflow Manager** Oct 2006 - Jan 2013
Vienna, Austria
- Managed brand and design projects, and advised clients in the fields of digital and print media
 - Created on-brand letter, report, and presentation templates for MS Word and PowerPoint
 - 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

Media Coverage SELECTION

- CEMS, "The Sustainable Development Issue," *CEMS Magazine*, 2019, [Read here](#). 2019
- Jacquelyn Beals, "Should the United Nations Have a Brand-New Brand?" BRIDGES (blog) 2018
by the Office of Science and Technology Austria, Oct 17, 2018.
- UN Designers and Visual Communicators Group, "UN Branded - First Impressions," 2018
Visual Communicators Newsletter, January 2018, [Read here](#).

Professional Affiliations

- Academic Council of the United Nations System (ACUNS) since 2015
- International Studies Association (ISA) since 2022

Skills

Languages

German (native)

English (fluent)

Spanish (intermediate; C1 CEFR, 2012)

French (intermediate; B2 CEFR, 2016)

Italian (basic, high-school level)

Latin (basic, high-school level)

Software

Analysis: MAXQDA (working knowledge)

Design: Adobe Photoshop, InDesign, Illustrator (working knowledge)

Photography: Apple Aperture (advanced)

Knowledge Management: Scrivener (advanced)

Office: Microsoft Office, Apple Keynote (advanced)

Web and Coding: HTML, CSS, Visual Basic, Java (basic)