

## PERSONAL INFORMATION

Born on 21.12.1982 in Lüneburg, Germany

Nationality: German

✉ Soisbergstraße 9, 36132 Eiterfeld, Germany

Tel.: +49 (0)160 2112001

E-Mail: [info@antonialuetgens.com](mailto:info@antonialuetgens.com)

Website: <https://antonialuetgens.com/en>



## WORK EXPERIENCE

Since 07/2022

### **Copy-Editor (freelance)**

[Hochschule für Finanzwirtschaft & Management, Bonn](#)

- Specialist editing of learning materials: review of grammar, spelling and punctuation as well as didactic structure and contents

Since 09/2020

### **Consultant (freelance)**

[Foundation for International Business Administration Accreditation \(FIBAA\), Bonn](#)

- Editing of the catalogue “Excellence in Digital Education”<sup>®</sup> – an international quality assurance certification for online learning in Higher Education
- Project lead of a pilot to test the certification with three universities from the DACH region and additional cases

01/2016-09/2022

### **Consultant (freelance)**

[EFMD Global Network, Geneva &](#)

[European Foundation for Management Development \(EFMD\), Brussels](#)

- Member of a task force to establish an international quality assurance scheme for online courses in business and management education
- Guidance of 20+ universities through “EOCCS” – EFMD Global Network’s online course certification system
- Guidance of a task force to adapt the institutional accreditation system “EQUIS” to the digital transformation, subsequent editing of the catalogue

07/2013-12/2017

### **Research Assistant to the Dean’s Office (fully employed)**

[Business School of the University of Mannheim](#)

- Assuring the quality of teaching and learning at the Business School through the AACSB system “Assurance of Learning”

07-10/2012      **Intern (temporary)**  
[MARKK - Museum am Rothenbaum/Kulturen und Künste der Welt \(Ethnographic Museum\), Hamburg](#)

- Assisting the Press and Marketing Office
- Preparing the exhibition of the RAURU Māori Meeting House

10/2009-12/2011      **Assistant (fully employed)**  
[German Embassy Dublin](#)

- Assisting the Administration, Consultancy Services and Press Office
- Maintaining the Embassy's website

## **EDUCATION**

10/2003-06/2009      **Master programme** at Johannes Gutenberg-University Mainz  
Major subjects: Social Anthropology and English Studies  
Date of Master of Arts degree: 30.06.2009

## **ADVANCED TRAINING & CERTIFICATES**

12/2022      [Freie Lektorin ADM](#) (Akademie der Deutschen Medien, München)  
02/2022      [Higher Education 4.0: Certifying your Future](#) (FutureLearn & Dublin City University)  
08/2021      [Transforming Digital Learning](#) (FutureLearn & Deakin University)  
04/2021      [Exercising Leadership: Foundational Principles](#) (edX & Harvard)  
10/2019      [E-learning Essentials: Instructional Design](#) (LinkedIn Learning)  
10/2019      [The Digital Transformation of Learning](#) (LinkedIn Learning)  
07/2019      [Digital Transformation](#) (Coursera & The Boston Consulting Group)  
05/2019      [Digital Leadership: Führung im digitalen Wandel](#) (Udemy)  
01/2019      [Academic and Business Writing](#) (edX & University of California, Berkeley)  
04/2018      [Digital Skills: Digital Marketing](#) (FutureLearn & Accenture)  
03/2018      [Digital Skills: Social Media](#) (FutureLearn & Accenture)  
12/2017      [Democracy & Development: Perspectives from Africa](#) (edX & MIT)  
01-04/2013      [Quality Management Representative & Project Management](#) (WBS Training AG, Lüneburg)

## **PRESENTATIONS & WORKSHOPS**

05/2023      INQAAHE 17<sup>th</sup> Biennial Conference, Astana (Co-Author)  
11/2022      APQN Academic Conference, Singapore (Co-Author)  
05/2022      Chancen digitaler Lehre (Congress), Verband der Privaten Hochschulen, Berlin (Speaker)  
06/2021      EMOOCs (Conference), Hasso Plattner Institute, Berlin (Speaker)  
03/2021      Quality of Distance Education (Workshop), FIBAA, Bonn (Speaker)  
12/2019      Accreditation of Online Courses (Workshop), Ulaanbaatar (Speaker)  
10/2019      Online Higher Education in Management (Seminar), OBS BS, Madrid (Plenary speaker)  
12/2018      OEB - Online EDUCA Berlin, Berlin (Panel Chair)  
11/2018      PRME 5<sup>th</sup> Responsible Management Education Research Conference, Cologne (Speaker)  
06/2016      EFMD Annual Conference, Rome (Speaker)

## **PUBLICATIONS**

[“Sustainable Education”](#) (2019). In: Global Focus Magazine

[“Net gains”](#) (2017). In: Global Focus Magazine

## **FURTHER QUALIFICATION**

Languages                      German (native speaker)  
   English (business fluent)  
   French (good knowledge)  
   Spanish (basic skills)

IT skills                              MS Office, Google Docs, Photoshop, Social Media

## **VOLUNTEER WORK**

07/2021                              [Review layout and editing of the UNICEF 2020 Global Annual Results Reports](#)  
   (United Nations volunteer programme)

Eiterfeld, 06.06.2023

Attachments: Letters of Recommendation, Certificates etc.



LETTERS OF RECOMMENDATION AND CERTIFICATES



AKADEMIE DER DEUTSCHEN MEDIEN

Z E R T I F I K A T

**Antonia Lütgens**

hat sich für das Zertifikat

**Freie Lektorin ADM**

in der Zeit von April 2021 bis Dezember 2021 in folgenden Bereichen weitergebildet  
und die dafür vorgesehenen Seminare besucht:

Freies Lektorat I – Sicher redigieren  
(08.04. – 09.04.2021)

Freies Lektorat II – Positionierung, Angebotserstellung, Kommunikation  
(28.06. – 29.06.2021)

Freies Lektorat III – Texte professionell bearbeiten  
(13.12. – 14.12.2021)

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München, im Dezember 2021

  
Bernd Zanetti  
Geschäftsführer  
Akademie der Deutschen Medien



FIBAA | Berliner Freiheit 20-24 | 53111 Bonn | Germany

YOUR PARTNER FOR EXCELLENCE  
IN HIGHER EDUCATION

**Our Reference:** 2021-140-DF/ws - ProjNr.: ---  
**Telephone:** (+)49 (0) 228 280 356 -0  
**Telefax:** (+)49 (0) 228 280 356 -20  
**Contact:** Mag.a. Diane Freiberger, MBA  
Managing Director  
**E-mail:** freiberger@fibaa.org

Bonn, 26.10.2021

## Letter of recommendation

To whom it may concern,

It is my pleasure to issue this letter of recommendation for Ms Antonia Lütgens. In my capacity as Managing Director at FIBAA, I have worked closely with Ms Lütgens for the past year.

As a freelance Consultant, Ms Lütgens has delivered excellent results during the design process of FIBAA's new certification scheme "Excellence in Digital Education". This mainly included her collaboration in the composition of an evaluation catalogue and her guidance of three universities in the subsequent pilot of the scheme.

During this process, Ms Lütgens has demonstrated an extensive knowledge of the quality assurance of digital education, as well as a very good understanding of recent issues and developments in the field. Also, she is a keen editor who has a great eye for improving the coherence and clarity of highly specialised texts. This has contributed significantly to the quality of our evaluation catalogue.

Ms Lütgens is structured and solution-oriented in her work, which is valued not just by myself, but also by other stakeholders involved in the process described above.

As to this day, Ms Lütgens continues to assist FIBAA as Project Manager. I would not hesitate to recommend her and remain at your disposal for any questions.

Kind regards,



26.10.2021 - 17:22:38

Mag.a. Diane Freiberger, MBA  
Managing Director

Foundation for  
International Business  
Administration Accreditation  
Schweizer Stiftung

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info@fibaa.org  
www.fibaa.org

Geschäftsführung:  
Mag.a Diane Freiberger, MBA

Handelsregisternummer des  
Kantons Zürich  
CH - 20.7.901.317 - 3  
USt-IdNr. DE 252367286

Deutsche Bank AG Bonn  
Konto-Nr. 0 288 142, BLZ 380 700 59  
IBAN: DE17 3807 0059 0028 8142 00  
BIC: DEUTDE3308

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# CERTIFICATE OF APPRECIATION

## CERTIFICATE OF APPRECIATION

FOR

**Antonia Lütgens**

### **Review layout and editing of the UNICEF 2020 Global Annual Results Reports**

UNICEF New Talent Team awards this certificate in recognition of your contribution to the Sustainable Development Goals.

**10** REDUCED INEQUALITIES



JUL 08, 2021

Prof. Dr. Christoph Meinel  
Institutsdirektor | CED



Hasso-Plattner-Institut für Digital Engineering gGmbH | PF 900460 | 14440 Potsdam

**Antonia Lütgens**  
EFMD Global Network

Potsdam, June 24, 2021

**Official Acknowledgement**

Dear Madam or Sir,

We confirm that **Antonia Lütgens** participated at EMOOCs 2021.

Antonia Lütgens is author/co-author of at least one accepted contribution.

With best regards,

Prof. Dr. Christoph Meinel, EMOOCs General Chair

Hasso-Plattner-Institut  
für Digital Engineering gGmbH  
Campus Griebnitzsee

Postfach 900460  
14440 Potsdam

Telefon: +49 (0) 331 5509 -222  
Telefax: +49 (0) 331 5509 -325

[www.hpi.de](http://www.hpi.de)

Geschäftsführung  
Prof. Dr. Christoph Meinel  
Dr. Marcus Kölling

Amtsgericht Potsdam  
HRB 12184



## THE DIGITAL TRANSFORMATION OF LEARNING



**LinkedIn** LEARNING  
Abschlusszertifikat  
Glückwunsch, Antonia Lütgens

**The Digital Transformation of Learning**  
Kurs abgeschlossen am Okt 13, 2019 at 11:15AM UTC • 48 Min.

Sie haben mit diesem Lernpfad Ihre Kompetenzen erweitert und dadurch Ihre beruflichen Chancen erhöht.

*Dan Bortolotto*  
Head of Content Strategy,  
LinkedIn Learning

LinkedIn Learning  
1000 W Maude Ave  
Sunnyvale, CA 94085

Zertifikatsnummer: AW\_WI7i0HLzFOAzTfkNkKy\_FHTZl

## E-LEARNING ESSENTIALS: INSTRUCTIONAL DESIGN



**LinkedIn** LEARNING  
Abschlusszertifikat  
Glückwunsch, Antonia Lütgens

**Elearning Essentials: Instructional Design**  
Kurs abgeschlossen am 12.10.2019

Sie haben mit diesem Learning Path Ihre Kompetenzen erweitert und dadurch Ihre beruflichen Chancen erhöht.

*Tanya Staples*  
VP, Learning Content bei LinkedIn

LinkedIn Learning  
1000 W Maude Ave  
Sunnyvale, CA 94085

 Unterrichtsformat: QAS Self Study-Programm CPE-Punkte wurden in Übereinstimmung mit den Vorgaben des National Registry of CPE Sponsors basierend auf Unterrichtsstunden mit einer Dauer von 50 Minuten gewährt. LinkedIn ist bei der NASBA (National Association of State Boards of Accountancy) als anerkannter Weiterbildungsträger im National Registry of CPE Sponsors eingetragen. Die Entscheidung über die Aufnahme einzelner Lernangebote in die Liste der Kurse für die Anrechnung von CPE-Punkten obliegt den jeweiligen State Boards of Accountancy (Wirtschaftsprüfungskammern der einzelnen Bundesstaaten). Beschwerden hinsichtlich der eingetragenen Träger sind über die folgende Webseite an das National Registry of CPE Sponsors einzureichen: [www.nasbaregistry.org](http://www.nasbaregistry.org).

Studienfach: Information Technology  
Programm: National Association of State Boards of Accountancy (NASBA) | Registry ID: 140940  
Zertifikatsnummer: AVJoNeeRtyYVzR\_913wi5hVF\_CaE  
Continuing Professional Education Credit (CPE): 1.80





Issued 22nd March 2018, futurelearn.com/certificates/5mny3u

Certificate of Achievement

**Antonia Lütgens**

has completed the following course:

**DIGITAL SKILLS: SOCIAL MEDIA**  
ACCENTURE

This online course explored how to effectively use social media for business. It provided information on how to promote your brand, set campaign objectives, how to identify the target audience and the right channels.

2 weeks, 1 hour per week

Mark Sherwin  
Lead Educator  
Accenture



The person named on this certificate has completed the activities in the attached transcript. For more information about Certificates of Achievement and the effort required to become eligible, visit [futurelearn.com/proof-of-learning/certificate-of-achievement](http://futurelearn.com/proof-of-learning/certificate-of-achievement).



This learner has not verified their identity. The certificate and transcript do not imply the award of credit or the conferment of a qualification from Accenture.

Dr. Anne Swanberg, Associate Professor  
Dean Teaching and Learning  
Head of LearningLab  
BI Norwegian Business School

Oslo, October 15<sup>th</sup> 2018

**Letter of recommendation**

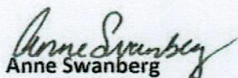
To whom it may concern,

This is to confirm that Antonia Lütgens, born on 21<sup>st</sup> December 1982 in Lüneburg, has worked as a consultant for the EFMD Global Network Online Course Certification System - EOCCS - under my guidance as the EOCCS Director from 01<sup>st</sup> January 2016 until 31<sup>st</sup> March 2018. The EFMD Global Network Online Course Certification System - EOCCS is an international certification system designed to evaluate the quality of online business and management courses. EOCCS is open to any institution, including higher education, corporate institutions and public agencies.

As a member of the EOCCS Management team, Antonia has devoted herself to the pilot phase of the certification system from early 2016 onwards and into the regular business of the certification system. Her role was to guide pioneer institutions through the application and review process and she also committed herself to the ongoing development of the certification's standards & criteria. She is a keen and conscientious worker and has contributed considerably to the success of this young certification system. Antonia has proven to be a true and reliable team player with an intercultural competence, guiding European institutions as well as institutions around the globe. I have learned to know Antonia as highly professional as well as a good colleague that always gives more than you expect.

Antonia holds the above-mentioned position up to the present day. It has always been a pleasure working with her and I wish her all the very best for her professional and private life.

Sincerely

  
Anne Swanberg

former EOCCS Director at EFMD Global Network



## Letter of recommendation

Ms Antonia Lütgens, born on 21.12.1982 in Lüneburg, Germany, was employed as a Research Assistant at the Business School of the University of Mannheim from 15.07.2013 to 31.12.2017. Ms Lütgens was at first appointed at our Area Information Systems, where she was responsible for the quality assurance of teaching, as well as at the Chair of Information Systems III, where she was responsible for the supervision of the finances. From February 2015 onwards, she was charged with the quality assurance of teaching for the whole faculty by the Dean's Office, which she implemented based on the quality management concept "Assurance of Learning" and which became her primary task. In autumn 2016, she also adopted the coordination of the multiple student enquiries for letters of recommendation.

Assurance of Learning is a quality management concept which aims to improve the success of student learning and which assists our Business School in providing and maintaining the most suitable learning environments. The Assurance of Learning-process monitors and improves the quality of all programs. It also evaluates if the participants actually achieve the targeted expectations in regard to their learning. The concept also plays a significant role in the international accreditation processes of our faculty (AACSB, EQUIS and AMBA). Ms Lütgens' tasks included:

- the continuous development of the quality assurance processes
- the instruction and supervision of our seven Assurance of Learning-coordinators as well as the collaboration with the Dean for Student Affairs, the student representatives and external partners
- the independent preparation and development of assessment plans and online assessments
- the preparation of Boards and reaccreditation visits
- the documentation of the quality assurance processes and the writing of reports

Ms Lütgens distinguished herself by her great reliability, her quick perception and her thorough and responsible work ethic. Her commitment to gain a comprehensive knowledge in the field

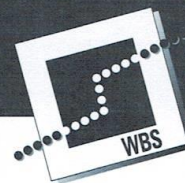


of learning and its quality assurance by participating in numerable seminars and conferences worldwide should be recognised. She performed the tasks assigned to her to our fullest satisfaction and was very popular with her superiors and colleagues alike. Her attitude towards our partners was always polite and confident. Based on her performance at the Dean's Office, we strongly recommend Ms Lütgens for demanding and challenging roles.

Ms Lütgens is leaving the Dean's Office of the Business School of her own accord as she would like to focus on her work for EFMD Global Network. We regret that Ms Lütgens is leaving and thank her for her excellent work. We wish her all the best for the future, both personally and professionally.

  
Mannheim, den 31.12.2017

UNIVERSITÄT MANNHEIM  
Dekanat der Fakultät  
für Betriebswirtschaftslehre  
68131 MANNHEIM - L5, 5



# Zertifikat

Frau **Antonia Lütgens**

geboren am 21.12.1982 hat vom 29.01.2013 bis zum 25.04.2013 an der nachfolgenden beruflichen Qualifizierung teilgenommen:

## ***Referentin für Qualitäts- und Projektmanagement***

**Note: 1 (sehr gut)**

95 %

540 Unterrichtsstunden

Inhalte und Prüfungsleistungen sind auf der folgenden Seite aufgeführt.

Lüneburg, 25.04.2013

  
WBS TRAINING AG  
Wolfgang Watermann  
Standortleiter



DQS-zertifiziert nach  
DIN EN ISO 9001:2008 Reg.-Nr. 015344 QM08  
Zulassung nach AZWV Reg.-Nr. 015344 AZWV



**BILDUNGS-  
PARTNER**





# ZERTIFIKAT



## Qualitätsmanagementbeauftragte

DEKRA Certification GmbH bescheinigt hiermit, dass

**Frau Antonia Lütgens**  
geb. am **21.12.1982**

am 26.02.2013 in Hamburg die Prüfung „Qualitätsmanagementbeauftragte“ auf Basis der DIN EN ISO 9001:2008 entsprechend dem Personalzertifizierungsprogramm der DEKRA Certification GmbH erfolgreich abgelegt und die erforderliche Voraussetzung erbracht hat.

Die Zertifikatsinhaberin hat unter anderem folgende Kompetenzen im Rahmen der Prüfung nachgewiesen:

- Inhalte der DIN EN ISO 9001:2008
- Aufbau, Umsetzung und Aufrechterhaltung eines QM-Systems
- Bewertung von Qualitätsmanagement-Systemen
- Instrumente der kontinuierlichen Verbesserung

Dieses Zertifikat ist gültig von 01.03.2013 bis 29.02.2016    Zertifikats-Registrier-Nr.: PC13205-045


DEKRA Certification GmbH  
Stuttgart, 01.03.2013

Bei Verstoß gegen die im Zertifizierungsvertrag genannten Bedingungen verliert das Zertifikat umgehend seine Gültigkeit.

DEKRA Certification GmbH \* Handwerkstraße 15 \* D-70565 Stuttgart \* [www.dekra-certification.com](http://www.dekra-certification.com)