

Klara Lindner | Researcher and practitioner striving to connect human-centered design with sustainable energy provision.

Expertise: renewable energy, customer experience management at the base of the pyramid, design thinking, coaching & start-up advisory



Work Experience

Mobisol GmbH, Berlin, Co-founder & Customer Experience Lead **2011 – Present**

- Designed and managed Mobisol's pilot phase in Tanzania, Developed initial business model
- Authored a number of successful project proposals, totaling >2m EUR
- Developed entrepreneurial kits or 'Business out of the box' to increase productive use of energy
- Currently setting up an internal customer experience management program

Freelance coach for Service Design Thinking / Designing for the BOP **2011 – Present**

- Whenever the setting fits and my schedule allows it, I craft and execute workshops for students or professionals, big or small groups, introverts or extroverts.
- E.g. @ HPI d.school's Executive Education, ICT-KIC's Ideation Winterschool, TU Berlin Centre for Entrepreneurship's Prototyping Ecoinnovation Course, Innoenergy KIC's PhD Conference

Microenergy International, Berlin, Technical Advisor **2009 - 2011**

- Technology assessment for the implementation of an energy program within Senegalese microfinance institution
- Conceptualization and execution of "Energizing the BOP" workshops to co-create innovative business models around decentralized energy technologies

TSB Technology Foundation Berlin, Research Assistant **2009 - 2010**

- Conducted a market study on technology providers for rural electrification in and around Berlin
- Assisted in building a network of local renewable industry partners

Solon AG, Research Assistant Global Markets **2008 - 2009**

- Analysed PV market potentials in various countries: structure of the energy market, governmental incentives, climate & irradiation, potential customers; building scenarios & SWOT analyses

Education

Postgraduate Program Microenergy Systems, TU Berlin **2013 - Present**

I pursue a PhD within a multi-disciplinary research group, in which I dissect the peculiarities of the base of the pyramid that need to be taken into account when designing sustainable energy services, and build on existing service design methodology to fit this context.

d.school Hasso-Plattner-Institut, Potsdam **2010 - 2011**

Over the course of a year, I became immersed in Design Thinking through a number of projects in different team settings and with diverse partners from industry.

Technische Universität Berlin & Universidad Politecnica de Valencia, Spain **2003 - 2010**

- Energy Engineering & Business [Dipl.Ing.]
- Major: Power Electronics, Renewable Energy & Energy Storage Systems, Management of Innovation
- Final thesis topic: "Certifying microfinanced solar home systems used for business purposes"