

# 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

COMMITTEE

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

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>(&gt; 10 X)</small>
Note-Taking and Research with Scrivener <small>FLETCHER, HARVARD</small>	since 2020 <small>(&gt; 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)