

BARBARA VID

Transforming Vision into Real-World Impact
Senior Consultant · Strategy & Execution
Social Innovation · Systems Change · Regenerative Futures
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SUMMARY

I currently work with purpose-driven leaders and organisations, supporting them through transformation, co-creating solutions to complex challenges, and catalysing new initiatives.

Over the past 25+ years, I have worked across corporations, startups, and nonprofit organisations at the intersection of strategy, brand, organisational transformation, and business development. My work focuses on translating vision into clear direction, mobilising people around change, and delivering practical results.

I have extensive experience designing and leading complex cross-functional and cross-sectoral initiatives, building strategic partnerships, and guiding multidisciplinary and international teams. Throughout my career, I have co-founded consulting firms, nonprofit organisations, and social innovation initiatives, while also serving as a trusted advisor and interim leader for executive teams.

Living and working in Berlin for six years significantly broadened my perspective through international projects centred on social innovation, participatory approaches, and systems change. These experiences strengthened my commitment to contributing to the Sustainable Development Goals and to building more regenerative, resilient futures.

I am particularly motivated by opportunities that combine strategic thinking with implementation, bring together diverse stakeholders, and create lasting value for organisations, communities, and society.

PROFESSIONAL EXPERIENCE

• Independent advisor, Budapest | *Strategist, Transformation Leader* | 2025–Present

Partnering with purpose-driven organisations and social entrepreneurs. My work focuses on advancing systems change, regenerative thinking and practice, and amplifying social impact through creative collaborations. Selected clients and partners: Bridge Budapest · Edison Platform · Goethe-Institut · MAMZA · re:LIGHT · JÓkenyér

• Freelance, Berlin | *Co-founder, Consultant, Executive Coach, Mentor* | 2019–2025

Supported mission-driven organisations, social innovation initiatives, and startups, co-founding WahlheYmat e.V. Selected partners: Women Startup Competition · Institute for Art and Innovation · Manuyoo · Give Something Back to Berlin · flow4learning

• Brandmore Consulting, Budapest | *Co-founder & Senior Consultant* | 2014–2019

Designed and delivered transformation projects integrating brand strategy, service design, and leadership development. Selected clients: OTP Business · MOL Group IT × Heroes Square Foundation · JÓkenyér · Liget Budapest · Dr. Oetker · Flow International · Zengővári Lighting · UBM · Project Coach (Smart Talk)

• CAFÉ Communications, Budapest | *Executive Leadership Roles* | 2002–2013

CEO, Partner — CAFÉ Flowbrands (3 years)

Led brand development, customer experience, employer branding, and internal communication projects, including large-scale organisational transformation

programmes. Selected clients: Raiffeisen Bank · JÓkenyér · OTP Bank · Bonafarm · Telekom

Head of division — CAFÉ 360 (3 years)

Led cross-functional teams and developed integrated brand and communication strategies. Selected clients: Sara Lee · Starbucks · OTP Bank · Pick

Client Services Director — CAFÉ Contact (5 years)

Established and led the Client Services department, growing the team from 4 to 30 professionals. Selected clients: Vodafone · Unilever · BMW · MINI · Ferrero · Cora

- **Early Career (1995–2001):** McCann Relationship Marketing · Noguchi Communications · NIOK, Nonprofit Foundation

EDUCATION

- **U-school for Transformation**, Presencing Institute × MIT — U-lab & Presencing Series | 2024
- **Moholy-Nagy University of Art and Design (MOME)**, Service Design | 2017–2018
- **Flow Coaching School**, Executive Coaching (Gestalt) | 2012–2013
- **Budapest Business University**, Economist – International Trade · Marketing Communications · Advertising | 1992–1997
- **Certifications:** GPOP Trainer, ARPe Trainer
- **Trainings:** Growth Mindset, Bias reduction, Leader Effectiveness Training (L.E.T.)

KEY COMPETENCIES

Transformation Management · Organisation & Business Unit Building · Strategy Development · Stakeholder Management & Ecosystem Building · Business Development · Project Design & Management · Cross-sector Collaboration · Team Leadership · Service Design · Brand Strategy & Development · Strategic Communications · Leadership Development & Executive Coaching

Tools: Miro · Slack · Trello · Canva · Figma | **AI:** ChatGPT · Claude · Gemini

Languages: Hungarian (Native) · English (Fluent) · German (Intermediate)

SOCIAL RESPONSIBILITY

[MentorMe, Germany](#) · [Inner Development Goals, Global](#) · [TheDO, Berlin](#) · [Coach4Good, Budapest](#) · [Hősök Tere Foundation, Budapest](#) · [Mosoly Foundation, Budapest](#)

SELECTED PROJECTS

Organisation & Ecosystem Building · Transformation Projects · Stakeholder Engagement & Participation · Social Innovation · Brand & Communication Strategy · Project Design & Delivery

BERLIN

- **WahlheYmat e.V. — Co-founder (2023-2025)**: Co-founded a social innovation organisation enabling newcomers to actively contribute to shaping Berlin's future. Within one year, the organisation became a recognised and trusted partner among the city's key stakeholders.
- **Hejmo — Visioning & Transformation Facilitator (2022-2025)**: Supported a nonprofit organisation that brings together migrants, refugees, and long-term Berliners through accessible community activities, creating opportunities to build a more inclusive city together.
- **The New Greening - Social Art Award (Institute for Art and Innovation) — Project Lead (2021-2023)**: Designed and led an international programme, increasing global participation by 35% through strategic communications, creative partnerships, and stakeholder engagement.
- **Manuyoo — Co-creator (2020-2021)**: Contributed to a social enterprise promoting a radically different approach to Africa–Europe relations by replacing aid-based models with fair trade and equal partnerships as drivers of sustainable development.

BUDAPEST

- **Bridge Budapest, Edison Platform — Visibility Boost, Go-to-Market Strategy (2025-26)**: Conducted a strategic communications and positioning audit for Bridge Budapest and developed pricing and go-to-market strategy for the Edison Lab B2B training programme.
- **re:LIGHT — Co-founder & co-creator (2025-26)**: Collaborative learning community exploring how architecture and lighting design can contribute to regenerative futures.
- **MAMZA — Facilitation, Executive coach (2026)**: Designed and facilitated strategic workshops while supporting the founder of a social enterprise working to transform school food systems, preparing the organisation for its next stage of growth.
- **Goethe-Institut Budapest — Project Design & Delivery (2026)**: Designed and delivered the Participálj! programme, encouraging civil society organisations to build new partnerships and collaborations in an increasingly complex and rapidly changing environment.
- **JÓkenyér (2011-2025)**: Designed and led strategic projects
 - **Rebranding**: Developed and implemented the company's first comprehensive rebranding strategy, contributing to a 250% increase in revenue over two years.
 - **Onboarding**: JÓstart programme reduced new employee turnover from 40% to 15%.
 - **CSR Programme**: JÓtett initiative empowered frontline employees to actively support local charitable causes - significantly increasing employee engagement.
 - **Organisational Transformation & Interim Marketing Director**: Led rebranding programme during a period of significant organisational transformation. Facilitated leadership workshops, developed the sales strategy and internal communications, and served as Interim Marketing Director for five months.
- **MOL Group IT x Hősök Tere Foundation — Growth Mindset Culture Change Programme (2018-19)**: Co-designed and delivered a culture change programme, contributing to measurable improvements in operational efficiency and employee engagement KPIs.
- **OTP Business — Award-winning B2B Ambassador Programme (2018-19)**: Led the design and delivery of the innovative programme, generating insights for new product development.
- **Liget Budapest — Urban Development Project (2014-16)**: Brand&communication strategy and implementation during the earliest stage of the project, including civil society participation.
- **Raiffeisen Bank (2012-13)**: Culture change programme involving 2,500 employees; developed the communication strategy and coordinated the cross-functional project team.