

KRISTIINA URB

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WORKING EXPERIENCE

Creativity Lab - international cultural and creative economy think tank

CULTURAL AND CREATIVE INDUSTRIES CONSULTANT AND PROJECT MANAGER // 2016 - ...

- Managing different projects.
- Consulting creative and cultural organizations and entrepreneurs on strategic management.
- Analyzing customer organization's current state and business environment.
- Developing future goals for companies - measuring the impact (indicators).
- Risk analysis and risk management plans.
- Developing and writing export and development plans.

Creative Estonia – cultural and creative industries development center

CREATIVE EUROPE CULTURE ESTONIA PROGRAM MANAGER // 2019 - ...

- Managing the Creative Europe Culture program in Estonia.
- Consulting Estonian cultural organizations about European Commission's funding opportunities.

PROJECT MANAGER // 2017 - ...

- Managing different projects; including organizing international events.

Estonian Business School - oldest privately-owned business university in the Baltics

RESEARCH GROUP MANAGER // 2019 - ...

- Manager of the Creative Industries and Smart Cities research group.

INTERNATIONAL PROJECTS' MANAGER // 2016 - ...

- Managing different cultural and creative industries related international development projects.

VISITING LECTURER // 2016 - ...

- Giving lectures to university students.
- Lecture topics: strategic management, creativity in service economy, analyzing business plans.

European Commission - instigating and implementing the EU's policies

EXTERNAL EXPERT // 2016 - ... *(project based)*

- Evaluation of the submitted proposals.
- Analyzing and evaluating project's excellence, impact, quality and efficiency of the implementation (e.g. clarity and pertinence of the objectives, soundness of the concept and credibility of the proposed methodology).

Aalto University Startup Center - hybrid accelerator

INTERN // 2015 *(for two months)*

- Mapping and describing new customer segment: psychographic, behavioral and demographic variables to learn more about chosen customer segment.
- Development of a new service: mapping potential customers' expectations about the product to tailor the service.

Visar Studio - creative studio specializing in various audio-visual solutions for museums.

CEO AND PARTNER // 2011 – 2015

- CEO of the company.
- Strategic management of the company.
- Marketing (including tools, research, analyses).
- Managing the team, customer relations, product and service development, innovation.

Control Disain CTRL – graphic design agency

DEVELOPMENT MANAGER AND PARTNER // 2008 – 2012

- Management of the team, customer relations, product development, design processes.

EDUCATION

Ph.D. candidate

2016 - ...

Estonian Business School, Estonia

Research focus on Cultural and Creative Industries

Master's degree in Cultural Management

2014-2016

Estonian Academy of Music and Theatre and Estonian Business School, Estonia

Research focus on Cultural and Creative Industries

Managing Art Projects with Societal Impact

2014

MAPSI Summer School, Finland

DAAD Scholarships for Artists and Architects: Study Scholarships

Academy of Media Arts Cologne, Germany

2013-2014

Undergraduate degree in Media and Advertisement Design

2005-2009

Pallas University of Applied Sciences, Estonia

Grade: Excellent, commendation from the committee

Awarded by the Estonian Rectors' Conference of Universities of Applied Sciences (RCUA) as the best diploma work of the year.

PROJECT MANAGEMENT EXPERIENCE

International project: "Creative Industries Learning Module (CCILM)"

2019-2021

My role: PROJECT INITIATOR; PROJECT MANAGER for the lead partner (Estonian Business School), INTELLECTUAL OUTPUT CREATOR

Project description:

- The objective of this cooperation project is to develop the creative industries (CCI) learning module for universities. CCI is a dynamic and influential field that has a substantial impact across its own sector. However, since the field is relatively young important contributions are needed in order to help the field to develop. Therefore, the overarching aim of the project's intellectual output is to contribute to overcoming a number of shortcomings currently present in CCI. Equipped with the know-how and right tools, HEIs can have a substantial impact on improving CCI. This project aims to give HEIs the necessary know-how and tools: the CCI learning module. The CCI learning module will provide all the necessary building blocks for putting together an innovative flipped classroom CCI course for bachelor students. In addition, it can be used to create an elective module for executive students or to build a business incubation program for people interested in setting up a company in creative industries (lifelong learning). Project partners bring together expertise and knowledge from Estonia, Norway, and Iceland to deliver the highest quality. The project is funded by the EEA/Norway Cooperation Program in Higher Education.

International project: "Youth BIZ Skillset"

2017-2019

My role: PROJECT MANAGER for the Estonian partner (Estonian Business School) and INTELLECTUAL OUTPUT CREATOR

Project description:

- The goal of the project is to promote the business thinking and entrepreneurial skills among young people by developing methodological tools and training for young people and also for youth workers.

Within the framework of the project, the comparative study among Latvia and Estonia on the skills required in today's labor market will be developed. The project is implemented in partnership of Latvian association "Latvian Young Entrepreneurs Centre "Jobs & Society"", the Estonian Business School and the Spanish Communications and Innovation Center. The project is funded through the resources of the Erasmus+ Strategic Partnership.

International project: "CLEVER (Creative Leadership & Entrepreneurship - Visionary Education Roadmap)"

2016 – 2019

My role: PROJECT MANAGER for the Estonian partner (Estonian Business School) and INTELLECTUAL OUTPUT CREATOR

Project description:

- An initiative led by the Innovation Center ACT Shenkar with the participation of a consortium of 15 institutions from Israel and from Europe, is a funded project by the European Commission (EACEA) under the Erasmus+ Programme, for a period of 3 years (2015-2018).

International project: "Culturability BSR – Culture for Sustainable Development is under the EU Action Plan for the Baltic Sea Region"

2016 – 2017

My role: PROJECT MANAGER for the Estonian partner (Creativity Lab)

The aim of the project:

- To build knowledge on culture as a driver for sustainable development – and through showcasing and demonstration encourage multiplication of good/best/next practices for culture and sustainability in the Baltic Sea Region and from that develop a number of high-quality high impact projects in the field.
- The focus of the project and its follow-up will be to build cooperation between core stakeholders within the creative industries, urban development and social innovation on efforts, which use culture to integrate the environmental, economic and the social dimension of sustainability.

Art project "Social Postcard"

2014

My role: CREATOR OF THE PROJECT

The concept of the project:

- The aim of the project is to create a medium for people to use to comment on different subjects important to them. Internet is full of different environments where people can leave their comments (Facebook, online newspapers, blogs etc.), it has become part of our freedom of speech to post our thoughts and feelings online. They are often done anonymously and lack politeness as well as clear linguistic structure but nevertheless they project one's mind about matters, perhaps even more so while being protected by the anonymity. I like reading comments, I like to know what people are

thinking and saying when no one else is watching and strangely enough, it often gives more intriguing insights about the subject than official texts do.

RESEARCH EXPERIENCE

RESEARCH GROUP MANAGER // 2019 - ...

Estonian Business School

- Manager of the Creative Industries and Smart Cities research group.

DOCTORAL RESEARCHER // 2016 - ...

Estonian Business School

- Conducting doctoral research about Cultural and Creative Industries.

PUBLICATIONS

In peer review:

- Urb, K. Creative entrepreneurs' perception of entrepreneurial motivation: a valuable insight for creative business incubators when supporting creative entrepreneurs' cooperation with other industries. *European Journal of Cultural Management and Policy*, 9 (2). Under Review
- Sassi, M., Urb, K. and Pihlak, Ü. The Evaluation of Organizational Performance: Estonian Cultural and Creative Industries Organizations. In: M. Piber, ed., *Management, Participation and Entrepreneurship in the Cultural and Creative Sector*. Under Review

Published:

- Urb, K., 2019. Supporting creative entrepreneurs - the communication gap. *Kuidas korraldada kultuuri III? Managing the Arts III?*. Tallinn, Estonia: Estonian Music and Theatre Academy, pp 221-242.

TRAINING

- Ph.D. Summer School, Doctoral School in Economics and Innovation, Estonia (2017)
- Academic Writing Winter School, Doctoral School in Economics and Innovation, Estonia (2017)
- Training for beginner mentors, in Tallinn Estonia (2016)
- Creative Entrepreneurship Academy, in Tallinn Estonia (2016)
- Seminar "Die Zukunft der Europäischen Union", in Bonn Germany (2014)
- Intensive German language course, Carl Duisberg Centren in Köln, in Germany (2013)

AWARDS AND SCHOLARSHIPS

- Dora+ scholarships for conducting doctoral research in Liverpool (UK), Nagoya (Japan), New York (USA), and San Francisco (USA)
2018
- Erasmus+ mobility scholarship: Student mobility for traineeships between Program Countries; country of mobility: Finland (2 months)
2015
- DAAD Scholarships for Artists and Architects: Study Scholarships: One-year full scholarship from German Academic Exchange Service (DAAD)
2013
- "Best diploma work of the year 2009" award from the Estonian Rectors' Conference of Universities of Applied Sciences (RCUA)
2009

LANGUAGE SKILLS

- Estonian: Native
- English: Full professional proficiency
- German: Limited working proficiency
- Russian: Elementary proficiency

I have passed elementary French and Latin language courses.

ARTISTIC EXPERIENCE

- Art project "Social Postcard" (2014)
- Producer of the children animation "Ant's adventures in Maiden Tower" (2013)
Original length: 00:06:47
<https://vimeo.com/79434292>, password: Neitsitorn
- Producer of the historical animation "Maiden Tower" (2013)
Original length: 00:09:34
<https://vimeo.com/65998729>, password: Neitsitorn
- Co-author of the interactive animation "Felix story" (2013)
Original length: 00:04:41
<https://vimeo.com/57081566>
- Co-producer of the animation "Declaration of Estonian Independence" (2012)
Original length: 00:01:27
<https://vimeo.com/43527235>

- Co-producer of the animation "Birth of the Universe" (2012)
Original length: 00:03:36
<https://vimeo.com/43180777>
- "In a single breath", 3D fashion show (by Visar Studio and VARKKI) (2011)
- Co-author of the 3D animation "Elevator to the Center of the Earth" (2011)
Original length: 00:04:30
<https://vimeo.com/62640434>
- Co-author of the HIV preventive 4D animation „Wake up!“ (2009)
Original length: 00:09:27
- Author of the video project "Elujoon" (2009)
Original length: 00:02:52
- "Dream", audio-visual performance (2007)
- „Humming“, interactive movie (by Kristiina Urb and Lilian Mengel) (2007)
- "Kirjaoskus– müüt või tegelikkus", poster selected for the typography exhibition (2007)
- Different audio-visual projects at Tartu Art College (2007-2009)
- "Isikupära", poster selected for the Graphic Design exhibition (2006)