

BOUTIQUE CONSULTING

# DESIREE JONEK



My mission is to create  
a more inclusive  
business world!

DEI (Diversity, Equity & Inclusion)

New Work

Impact Entrepreneurship

Desiree Jonck-Lustyk strategically accompanies organizations and trains leaders in shaping and effectively implementing an inclusive organizational culture. Since 2019, she has been running the mentoring program WoMentor and built up a community of over 1.200 people. As a TEDx speaker, she also delivers inspiring keynotes on achieving fair participation and responding to a shift in the working world. As a Gen Y, her strength is serving as a bridge maker between generation X and Z.

She started her international career in 2010 in the digital media industry as well as management consulting. Her roles included management at Norway's Schibsted Media Group, where she developed product strategies and innovative startups for leading online marketplaces, such as Willhaben in Austria and Leboncoin in France.

## SELECTED WORK EXPERIENCE

DESIREE JONEK

Since 2023

**Désirée Jonck | Boutique Consulting**  
DEI Trainer, consultant & keynote speaker



Since 2019

**WOMENTOR VIENNA**  
Founder & Managing Partner



2019 - 2020

**WHATAVENTURE VIENNA**  
UX & Marketing Consultant



2016 - 2018

**SCHIBSTED MEDIA GROUP** NO, FR, AT  
Formal Management Programm

## ACADEMIC EXPERIENCE

2020

**Systemic Coaching Certificate**  
ATi, Vienna

2014 - 2016

**Master of Science (MSc), Media Management**  
KTH Royal Institute of Technology/ Stockholm School of Economics, Sweden

2010 - 2014

**Bachelor of Arts (B.A.), Medienmanagement**  
Universität Köln, Germany

# SPEAKING EXPERIENCE



Born Global  
Academy  
**Bootcamp Day**



**PANEL TOPIC**  
The value of  
Diversity in  
expansion



Vienna Business  
Agency  
**Trainer Event**



**TOPIC**  
**Creating impact  
as a trainer |**  
How to  
empower impact  
founders



**TOPIC**  
**The purpose  
game |**  
Empower  
yourself &  
others with  
purpose



Women at  
Altman Solon |  
**Consulting Event**



**TOPIC**  
Stop fixing  
women -  
fix the  
organisation!



**Hochschule  
Bonn-Rhein-Sieg**  
University of Applied Sciences



**START-UP**  
MANUFATUR

**Start-up live - English**  
Oct 19, 2021  
4 - 5 pm

Meet Desirée Jonek  
founder of WoMentor

**TOPIC**  
How to found  
your Social  
Business



# SPEAKING EXPERIENCE

**WIENERIN** WIENERIN  
**Gründerinnentag**  
**2021+22**



**TOPIC**  
*'I am a female founder - my way to becoming an Entrepreneur!'*



**TECH JOBS FAIR**



**TOPIC**  
We want women back in Tech!



**A1**  
**NEW WORK FESTIVAL**



**TOPIC**  
Employee experience - new work & gender equality.



**BIG & GROWING**  
**NEW WORK FESTIVAL**



**TOPIC**  
Why we should not empower women\*.



**WOMENTOR**  
**IMPACT EVENT**



**TOPIC**  
Gender Equality. The one tool we need most to achieve Gender equality



# MEDIA COVERAGE



## ‘Mit DEI gegen die Dude Kultur!’

Désirée Jonek-Lustyk erklärt im Podcast Interview, was DEI bedeutet.

## ‘Was sich in Chefetagen ändern muss’

Désirée Jonek in the Austrian TV at Café Puls

The logo for 'brutkasten', featuring a white hexagon icon and the text 'brutkasten' in a lowercase, sans-serif font.

Von Teilzeitdebatten bis Blumen zum Weltfrauentag: Désirée Jonek-Lustyk über eine inklusive Arbeitswelt

Die WoMentor-Gründerin Désirée Jonek-Lustyk gibt fünf Tipps, wie Führungskräfte eine inklusive Arbeitskultur schaffen.

A photograph of Désirée Jonek-Lustyk sitting on a concrete bench outdoors. She is wearing a bright blue blazer and matching pants. The background shows a brick building and a window.

Veröffentlicht am 08.03.2023

The logo for 'sifted', featuring the word 'sifted' in a stylized, lowercase font with a red slash through it. It is backed by 'FT FINANCIAL TIMES' and 'backed by FT'.

Sectors Latest For Members Reports Newsletters Events Discover

Startup Life/Places/

### 11 Vienna-based female founders to watch

Who are the women founders making waves in Vienna's tech scene? We've made a list

BY KIRSTIE PICKERING 3 MAY 2022

WHITE PAPER 2023

## 5 EFFECTIVE MEASURES

to navigate the shift to an inclusive and performing corporate culture

DESIRÉE JONEK

A graphic design featuring overlapping circles and shapes in orange, blue, and white. The text 'With friendly support by...' is visible above the logos.

With friendly support by...

Logos for 'MD9', 'Social Impact', and 'WoMentor'.

## Gleichstellung als Chance in Krisenzeiten.

Survey on the topic of the impact of the Covid-19 pandemic on Gender Equality in Austrian companies. Published by Deloitte Austria & WoMentor, March 2021. n= 626

## “5 effektive Maßnahmen für eine gesunde und inklusive Arbeitskultur”

White Paper 2023

The logo for 'Deloitte', featuring the word 'Deloitte' in a bold, sans-serif font.The logo for 'WoMentor', featuring a stylized leaf icon and the text 'WoMentor'.A large, glowing sphere with a rainbow gradient, set against a dark background with a colorful light trail.

Gleichstellung als Chance in Krisenzeiten

Weltfrauentagsumfrage 2021 von Deloitte Österreich und WoMentor

A small circular logo with the text 'MAKING AN IMPACT THAT MATTERS' and '2021'.

BOUTIQUE CONSULTING

DESIREE  
JONEK

# Let's connect!

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## KONTAKT

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