

ADRIAN SCHLOTER

AI & Communication Strategist, Trainer & Facilitator

Prompt Engineering | Communication Architecture |
Corporate Language | Change Management | Agile Leadership

PROFILE

Strategist and Trainer with more than ten years of experience in public speaking, strategic communication, creative leadership and organizational change. Communicates complex technological and human interdependencies in a clear, practical and accessible way. Areas of expertise include AI and agentic systems, Prompt Engineering, Change Management, strategic communication and agile ways of working. The profile is complemented by studies in philosophy and certifications as a Scrum Master, Product Owner and Agile Leader.



CORE COMPETENCIES

AI & Automation

Generative AI • Agentic Systems • Prompt Engineering & LLM Optimization • Workflow Automation • Human-AI Collaboration • AI Ethics & Bias Awareness

Communication Architecture

Corporate Language Development • Strategic Messaging • Narrative Systems • Creative Concept Development • Content Ecosystem Design • Community Building

Training & Facilitation

Seminar Design • Knowledge Transfer • Workshop Facilitation • Presentation • Transfer-Oriented Learning • Learning Materials • Complexity Reduction • Team Facilitation

Change & Transformation

Change Management Frameworks (ADKAR, Kotter) • Organizational Communication • Behavioral Insight • Transformation Narratives • Leadership Enablement

Agile Leadership & Product Development

Professional Scrum Master • Product Ownership • Agile Leadership • Iterative Delivery • Backlog & Sprint Planning • Stakeholder Alignment • Team Facilitation

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PROFESSIONAL EXPERIENCE

Trainer & Facilitator, Kommunalakademie Deutschland | 2026–Present

- Design and delivery of practice-oriented seminars for professionals working in public authorities and administration
 - Structuring and accessible communication of complex subject-specific, legal and organizational interdependencies
 - Development of seminar presentations, learning materials, case studies and transfer questions
- Training topics include Compliance in Public Authorities and Administration

AI Transformation & Communication Strategist | 2022–Present

- Development of AI-supported communication architectures, Corporate Language systems and strategic narratives
- Design and implementation of AI-supported workflows for content development, messaging, research and conceptual work
- Advisory support for clients facing strategic challenges in communication, digital transformation and business development
- Development and support of business models, business plans, service portfolios and strategic offering structures
- Development of content ecosystems and social media strategies
- Consulting on creative problem-solving, strategic communication and the clear translation of complex interdependencies

Creative Director FREIHEIT GRUPPE | Frankfurt am Main | 2019–2021

- Led creative development for brand, digital and content-driven projects across diverse industries.
- Worked directly with executive leadership to design offers, develop marketing plans and support new business initiatives.
- Conducted workshops on identity development, brand strategy and communication architecture.
- Structured operational creative workflows in an environment with limited project management support.
- Delivered communication concepts, narrative systems and multi-platform content strategies.

Copywriter SPARK44 (Jaguar Land Rover European Marketing Hub) | Frankfurt | 2016–2018

- Originated tactical campaign concepts and messaging for DACH and CZ markets within the European Marketing Hub.
- Led EU transcreation and localisation of global brand assets, ensuring cultural relevance and brand consistency across markets.
- Developed retail and after-sales communication assets across multiple platforms.
- Collaborated with strategy, UX, design, and account teams to ensure cohesive communication across touchpoints.
- Developed proactive campaign ideas and communication concepts to broader European initiatives.

Junior Copywriter CHANGE Communication (Creative Agency) | Frankfurt | 2014–2016

- Supported conceptual and creative development for campaigns, digital content and brand storytelling.
- Developed early expertise in messaging, copywriting, audience insight and creative problem-solving.
- Collaborated with senior creatives and account teams on integrated marketing and brand communication.



EDUCATION

Independent Research in Human Insight, Narrative Systems & Digital Entrepreneurship Bali, Indonesia | 2021-2023

- Cross-disciplinary research combining symbolic systems, metaphysical structures and cognitive models with applied digital innovation.
- Focus areas included narrative, symbolic and semiotic systems; comparative metaphysics; cognitive pattern analysis; digital infrastructure development (VPS, CRM, CMS, AI SaaS and automation ecosystems); business modeling and pricing logic; international entrepreneurship; content ecosystem building and community development; and self-leadership in intercultural environments.
- Developed advanced capabilities in human insight, systems thinking, identity work, narrative intelligence, communication psychology and digital innovation.

Qualifications & Certifications

- Applied Artificial Intelligence (AKI + AKI-X, MyCareerNow)
- Professional Scrum Master (PSM I, Scrum.org)
- Professional Scrum Product Owner (PSPO I, Scrum.org)
- Professional Agile Leadership (PAL I, Scrum.org)
- Applied Project Management (PMPX, MyCareerNow)
- Founder Advisory Program (Gründerberatung, Identity Box)
- Concept & Copywriting Certificate (Texter & Konzeptioner, SGD)
- Philosophy Studies (8 Semester, University Frankfurt)
- Audio Engineering & Music Production (25 Years)
- Job Experience in Textile Finishing, Screen and Foil Printing (5 years)
- Abitur 2006 (LGG Darmstadt, German academic secondary school / Gymnasium, classical languages focus)

Skills

- Artificial Intelligence: Prompt Engineering, LLM Optimization, Workflow Automation, Gen. AI
- Communication & Strategy: Corporate Language, Strategic Messaging, Narrative Design, Concept & Campaign Development
- Transformation: Change Management, Organizational Communication, Behavioral Insight
- Agile Project Management & Product Development: Scrum, Product Ownership, Agile Leadership, Sprint Planning
- Content Creation: Content Ecosystem Design, Copywriting, Art Direction, Community Building, Social Media Strategy
- Digital Systems Literacy:
 - Project & collaboration environments
 - Content, media, and design production pipelines
 - Automation and integration workflows
 - Web content management and basic infrastructure setup (CMS, VPS)

Languages

German (Native), English (Near-Native, Copywriting Proficiency), Advanced Latin (Großes Latein)

