

DR. CHRISTIANE SCHROETER

Speaker Bio.

Three lengths. Copy-paste ready. Use the bio that fits your platform.

01 / SHORT BIO · 50 words

Dr. Christiane Schroeter is a TEDx speaker, **Fulbright Scholar**, and Professor of Marketing, Innovation & Entrepreneurship at Cal Poly, San Luis Obispo, whose **Petite Practice®** framework helps leaders move through change. She hosts the Top 1% *Happy Healthy Hustle* podcast. Her book, *Petite Practice®*, released August 16, 2026.

02 / MEDIUM BIO · 150 words

Dr. Christiane Schroeter is a TEDx speaker, leadership strategist, and bestselling author known for translating peer-reviewed research into change that actually sticks. A **Fulbright Scholar** with an award-winning Ph.D. in Health Economics, she is Professor of Marketing, Innovation & Entrepreneurship at California Polytechnic State University, where she has taught more than 10,000 professionals and students and earned three teaching awards.

Her TEDx talk, *How Small Steps Create Big Change*, introduces her **Petite Practice®** framework, a research-backed system for leaders navigating change. Christiane has spoken on stages across the U.S., Canada, the U.K., Germany, and France, hosts the Top 1% *Happy Healthy Hustle* podcast, and has been published 33 times in academic journals, including a Journal of Health Economics paper cited more than 300 times, and her work has been featured in Business Insider, SheKnows, and HigherEdJobs.

Her book, *Petite Practice®: Small, Steady Steps to a Life of Momentum and Real Change*, released August 16, 2026.

Dr. Christiane Schroeter is the **Small Steps Doctor**, a **Fulbright Scholar with an award-winning Ph.D.** in Health Economics from Purdue. For two decades she has made peer-reviewed research genuinely useful for the people in the room, not just the journals. Her 33 published articles, including a Journal of Health Economics paper cited more than 300 times, circle one question with surprisingly large consequences: what makes change actually stick?

The answer became **Petite Practice®**, the framework at the heart of her **TEDx talk**, How Small Steps Create Big Change. Built on behavioral economics and 20+ years of teaching, Petite Practice® has been delivered to corporate audiences, leadership summits, and women's conferences across the U.S., Canada, the U.K., Germany, and France.

A Professor of Marketing, Innovation & Entrepreneurship at California Polytechnic State University, Christiane has taught and advised more than 10,000 professionals and students, earning three teaching awards. She also serves as a Faculty Fellow at Cal Poly's Center for Innovation & Entrepreneurship.

She hosts the Happy Healthy Hustle podcast, **ranked in the Top 1% globally**, contributes to Medium and Women Thrive Magazine, and has been featured in Business Insider, SheKnows, and HigherEdJobs. Her book, Petite Practice®: Small, Steady Steps to a Life of Momentum and Real Change, released August 16, 2026, the anniversary of her TEDx talk.

Christiane lives in San Luis Obispo, California, with her **husband Josh and their two daughters**, Celine and Julia. Off-stage, you'll find her out on a walk with an audiobook, a self-described nerd for behavioral economics who listens to everything from Mel Robbins to Jessica Zweig. Both Josh and the matcha latte make occasional cameos in her YouTube videos.

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