

DR. CHRISTIANE SCHROETER

# Speaker Bio.

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

## 01 / SHORT BIO

~50 words

### Short

Dr. Christiane Schroeter is a TEDx speaker, **Fulbright Scholar**, and Professor of Marketing and Entrepreneurship whose **petite practice®** framework helps leaders move through change. She hosts the Top 1% *Happy Healthy Hustle* podcast. Her book, *petite practice®*, releases August 16, 2026.

## 02 / MEDIUM BIO

~150 words

### Medium

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 a Professor 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 the *Journal of Health Economics*, and her work has been featured in Business Insider.

Her upcoming book, *petite practice®: Small, Steady Steps to a Life of Momentum and Real Change*, releases August 16, 2026.

# Long

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 in the Journal of Health Economics, 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 and 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. Her book, petite practice®: Small, Steady Steps to a Life of Momentum and Real Change, releases 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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