

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 keynote speaker, behavioral economist, and Professor of Marketing and 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 latest book is *Petite Practice®* (2026).

02 / MEDIUM BIO

~150 words

Medium

Dr. Christiane Schroeter is a keynote speaker, leadership strategist, behavioral economist, and bestselling author known for translating peer-reviewed research into change that actually sticks. A **Fulbright Scholar** with an award-winning PhD in Health Economics, she is a Professor at California Polytechnic State University (Cal Poly) in San Luis Obispo, where she has supported more than 10,000 professionals 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 *Happy Healthy Hustle*, a Top 1% podcast named 2025 Woman Podcaster of the Year (education), and has been published 33 times in academic journals including the *Journal of Health Economics*, and her work has been featured in *Business Insider* and quoted twice in *Newsweek*.

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

Long

They call her the professor who actually changes behavior.

A **Fulbright Scholar** with an award-winning PhD in Health Economics from Purdue, **Dr. Christiane Schroeter** has spent two decades doing what most academics never bother to do: making peer-reviewed research actually useful for the people in the room. Her 33 published articles, including in the *Journal of Health Economics*, examine a single 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 at California Polytechnic State University, Christiane has supported more than 10,000 professionals, earning **three teaching awards** including the Outstanding Undergraduate Teaching Award from the Western Agricultural Economics Association and the Sylvia Lane Research Mentorship Award. 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**, and contributes regularly to *Medium* and *Women Thrive Magazine*, and her work has been featured in *Business Insider* and quoted twice in *Newsweek*. Her latest book, *Petite Practice®: Small, Steady Steps to a Life of Momentum and Real Change*, was 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 on her walks 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.

CONTACTinfo@doctorchristiane.com**WEB**doctorchristiane.com**BASED IN**

San Luis Obispo, California