

# CURRICULUM VITAE

**Dr. Matthias Handrich**

**Strascheg Institute for Innovation, Transformation...**

EBS Universität für Wirtschaft und Recht // EBS Business School  
Department Operations, Musterbereich und Muster  
Rheingaustraße 1 // 65375 // Oestrich-Winkel



## Primary fields of interest:

- Customer co-creation, Innovation resistance, digitalization of business models

## Teaching Experience:

- Innovation and Technology-Management, Strategic Management, Business Modelling

## University employment and affiliation:

- **01/2014 – today**  
Habilitation at SITE Institute, Operations Department, Oestrich-Winkel, Germany
- **09/2009 – 03/2012**  
Research Assistant at the Strascheg Institute for Innovation and Entrepreneurship (Prof. Dr. Ronald Gleich), Operations Department, Oestrich-Winkel, Germany

## Education:

- **09/2009 – 03/2012**  
Research Assistant at the Strascheg Institute for Innovation and Entrepreneurship (Prof. Dr. Ronald Gleich), Operations Department, Oestrich-Winkel, Germany
- **04/2003 – 05/2009**  
Student of Business Administration, Mannheim University, Mannheim, Germany
- **07/2008 – 09/2008**  
Exchange Student, London School of Economics, London, Great Britain
- **07/2008 – 09/2008**  
Exchange Student, EDHEC Business School, Nice, France

## Research activities:

### Research grants & scholarships

- **06/2014**  
DAAD Conference Grant for GMC Singapore

### Awards

- **04/2012**  
Academy of Marketing Science, New Orleans

William R. Darden Best Marketing Research Paper Award **Month/Year**

### **Scientific Affiliations**

### **Academic Research Collaboration**

- Prof. Sven Heidenreich // University of Saarland
- Prof. Tomas Falk // Aalto University
- Dr. Tobias Krämer // University of Koblenz-Landau

### **Teaching Activities:**

#### **Graduate Courses**

- Master R&D Management for Automotive (EBS University)
- Master of Business Innovation (EBS University)
- PhD Class "Innovation management & Entrepreneurship" (University of Saarland)

#### **Undergraduate Courses**

- Bachelor Innovation Management

### **Business Experience:**

- **5 years at Siemens AG (2012-today)**  
Project manager (Consulting) for strategy, marketing/sales and innovation management

### **Skills:**

- Project management skills
- Coaching
- Moderation techniques

### **Languages:**

- German (mother tongue)
- English (fluent)
- French (very good)