

Curriculum Vitae Prof. Ulrike Reisach

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More information in English: www.ulrike-reisach.de/



Prof. Reisach Ulrike Sybill Jeannette, Ph. D. (nationality: German)

- **Professor** at the Neu-Ulm University of Applied Sciences (HNU), Bavaria/Germany since 2008
- Elected **Internationalization Commissioner**, Alumni Commissioner, China Advisor, Member of the fact-finding committee on good scientific practise
- Lecturing (bachelor/master) and researching on **Intercultural Management/Communications, Institutional, Ethical and Cultural Aspects of International Corporate Communication and Media, International Business Negotiations, Business Sciences, Corporate Ethics**
- **12 books** and many articles on international/cross-cultural cooperation and management
- Ph.D. summa cum laude at **Ludwig-Maximilian's-University Munich**; several academic awards
- 20 years of experience in management functions in the Bavarian State Bank and at Siemens HQ: Director Corporate Communication and Government Affairs and Director Strategy and Trends
- **Member of the China Expert Group of Germany's Federal Ministry for Education and Research**
- Active in think tanks, research projects and working groups on International Economic Cooperation; numerous projects in Europe and Asia; **Speaker** at business and science conferences
- Liaison Professor Ulm/Neu-Ulm for the **German Academic Scholarship Foundation** and **Alumna and Evaluator** for the Bavarian Max-Weber Program; Member of the University Association for Intercultural Studies and of the Münchner Kreis (**Munich Circle for Digital Transformation**)

Fields of Research and Expertise

- International Strategies and Cooperation, Intercultural Management (Focus: EU, USA, China)
- International Corporate Communications, PR, Government Affairs, Innovation Communication
- Leadership, Human Resources Management, Knowledge Management and Knowledge Transfer
- Business/Corporate and AI Ethics, Corporate Social Responsibility & Governance, Sustainability

20 Years of Business Experience

- **Director Corporate Communications and Government Affairs**, Siemens HQ (2007-2008)
- **Director Market Intelligence/Director Strategy and Trends**, Central Department Corporate Development Strategy at the Siemens HQ in Munich, special focus on Asia/Pacific (2005-2007)
- **Deputy Director** of Siemens Chief Economist and Corporate Relations and **Head of the Global Trends and Government Affairs Unit** (2001-2005)
- **Head of the International Delegations Unit** of Human Resources at Siemens Information and Communication Mobile (1999-2000)
- **Deputy Director of Siemens Chief Economist and Corporate Relations** (2000-2004 and 1994-1999); economist/strategic analyst in the HQ's international sales dept. (1991-1993)
- Head of the **strategic, marketing and risk monitoring** unit of the International Treasury Department of Bavarian State Bank in Munich and Luxembourg S. A. (1988-91)

Scientific Research and Education

- **Plenary Speaker, Program Committee Member and Stream Organizer** at scientific conferences, i.e. for Professional Knowledge Management and International Aspects of Operational Research for the European and International Federations of Operational Research Societies (EURO, IFORS) Research, conference contributions and publications on **Ethical aspects of Artificial Intelligence**.
- Research, speeches and publications on **Corporate Communications, Digital Innovation, Media**
- Research, publications and speeches on **Chinese Investments and Social Media** in Europe and Asia (Belt and Road Initiative), e.g. in cooperation with the German Institute of Global and Area Studies,

FU Berlin and the University of International Relations in Beijing (2015-2017). Member of the Expert Team China 2030 (Bertelsmann-Foundation) and of Health Care China/Bavaria project (Book editor).

- Research and book publication on **Digital Media and their influence on the labor market and societal integration of refugees in Europe and worldwide** (2015-2017)
- **Certificate on Teaching Excellence** (Bavarian DIZ / Pro Lehre TUM / Sprachraum LMU, 2010)
- Graduation from a Siemens **Corporate MBA program with Duke University and Babson College**, USA focusing on Asia/Pacific (2004-2006 in Singapore/Kuala Lumpur/Beijing)
- **Scientific Awards in Germany and Austria (1994, 1995 and 2008)**
- **Ph.D. in Business Sciences** (summa cum laude), Ludwig-Maximilian's-University Munich (1993), thesis on **Corporate Culture and Responsibility**, based on an existential philosophy approach.
- **Graduation in Business Sciences** and Human Resource Development at Ludwig-Maximilian's-University (LMU) in Munich (Diploma/MBA 1988)
- Excellent high school degree (Abitur 1,0) in Bavaria; Scholar and member of the **German Scientific Scholarship Association** and the **Bavarian Max-Weber Program** (1983-1988)
- **Languages:** German (native speaker), English (professional knowledge), French (good working knowledge), Italian (working knowledge), Japanese (basic knowledge).

International Speeches, Programs and Research

- 2020 **Seoul**, 2017 **Quebec**, and 2014 **Barcelona: Stream organizer** at the 22nd, 21st and 20th **Conference of the International Federation of Operational Research Societies (IFORS)**
- September 2019, Shanghai: **Industrial AI and its Ethical and Governance Challenges**. Speech at the International Forum on Innovation and Emerging Industries Development (IEID), Fourth Sino-German Workshop on Digital Transformation of Manufacturing Industry, organized by the Chinese Academy of Engineering (CAE) and Shanghai Jiao Tong University.
- September 2019, Xi'an Jiao Tong Liverpool University, Suzhou: Speech: **Corporate Communication in Europe: What Chinese companies should consider along their PR and businesses in Europe**.
- June 2019, Dublin: **Artificial Intelligence – How Ethics and Governance Could Contain the Manipulation of Societies**. Plenary speech at the 30th European Conference on Operational Research.
- March 2019, Munich: Speaker at the **Data Ethics Panel**, Data Festival Munich.
- November 2018: Hongkong/Shenzhen/Hangzhou/Shanghai: **E-Mobility – Research with IM Automotive** (Denza, Potevio, Shenzhen Eastern Bus Group, Alibaba, Kuehne+Nagel, Leoni, Nio, VW)
- February 2018, Beijing: **Digital Innovation and their Perception in China and Germany**. Speech for the Sino-German Innovation Workshop of with MOST/CAS.
- November 2017, FU Berlin: **Innovation in China and Germany - A Cross-Cultural Comparison**. Speech of Ulrike Reisach for the Workshop "Innovation Systems in Germany and China".
- June 2017, Hangzhou/PR China: **Creativity and Innovation in Applied Sciences and Industry Cooperation**. Speech of Ulrike Reisach for BMBF/MOST/CASTED: Innovation Policy Dialogue.
- 2015-16 Expert for **Diplomacy Works**, Tools to Engage the World, Washington/Boston, USA
- May/June 2017, **Hanoi and Suzhou**, June 2016, **Hong Kong and Shenzhen** and Nov. 2015, **Beijing, Hangzhou, Shanghai**: Planner and Co-Head of a study excursion to local partner universities
- Sept. 2015: **German-Chinese Business Dialogue**, Chinese Embassy Berlin. Panel Moderation
- **Beijing/PR China**, 2015: **Summer Palace Forum**: Speech on **Stimulating Creativity and Innovation**. University of International Relations (UIR): Visiting professor on Intercultural Leadership
- 2014, **Brussels: Who's in charge of Europe?** Head of a study excursion to EP, European Commission, German & Bavarian diplomats, Konrad Adenauer Foundation, Industry Associations, Solidar
- 2013, **Shanghai/Hangzhou/PR China**: Scientific program head of a delegation researching **Sustainability in China**, partnership agreements with two Chinese Universities (ZSTU and USST), visits to German and Chinese environmental agencies and companies
- 2013, **Rome/Italy: Corporate Foresight and Strategic Decision Making: Dealing with Societal Complexity**. Presentation at the 26th European Conference on Operational Research (EURO)

- 2012, **Cape Town/South Africa**: Head of a project team of *Neu-Ulm University of Applied Sciences* and *University of the Western Cape Information Systems Dept.*, Researching the Ecosystem for an e-learning Project for *HOPE Cape Town Association*.
- 2012, **Ankara/Turkey**: Erasmus visiting lecturer at *Middle East Technical University (METU)*
- 2011, **Cape Town/South Africa**: Scientific Head of an Alumni Delegation on Corporate Social Responsibility in South Africa, cooperating with BMW, Siemens, Cape Town University, Stellenbosch University and University of the Western Cape
- 2011, **Innsbruck/Austria**: Member of the Program Committee on Interdisciplinary and Indigenous Diversity of **Methods in Knowledge Management**, 6th Conference on Professional KM.
- Development of and participation in the **Cooperation Program** of Siemens, the Ministry of Personnel and the National School of Administration, PR China (Beijing/Nanjing/Shanghai 2001)
- Siemens **International Delegations** Conference and Workshop (Princeton, USA, 2000)
- **Government Affairs/EU Trainings** in Munich, Berlin, Brussels (Ministries and EU Commission)

Speeches and Scientific Contributions for ... (see <https://www.ulrike-reisach.de/references/>)

- American Enterprise Institute (AIE Washington D.C.) and Aspen Institute Berlin
- American-German Business Club (AGBC, Munich)
- Bavarian Business Association (vbw and BayME, Munich)
- Bavarian State Ministry for Business, Infrastructure, Transportation and Technology (Munich)
- Bertelsmann Foundation (Gütersloh/Berlin)
- BMW-Endowment Herbert Quandt (Munich); Center for European Studies (CES/ifo Munich)
- Centre d' Information et de Recherche sur l'Allemagne Contemporaine CIRAC, France
- Chinese Chamber of Commerce in Germany and Confucius Institute (Berlin)
- Economic Advisors' Council (Wirtschaftsrat, Internationaler Kreis, Berlin)
- European Commission, General Directorate on Trade (Brussels)
- European Association of Operational Research Societies (EURO)
- Federal Association for Information Technology, Telecommunications and New Media (BITKOM)
- Federal Association for Mergers and Acquisitions (Munich/Frankfurt)
- Federal Ministry for Education and Research (BMBF, Berlin)
- Federation of the German Industry (BDI, Berlin)
- Federation of Electronic Engineering Industries (ZVEI, Frankfurt)
- Free University Berlin and Technical University, Berlin
- German Academy for Technical Sciences (acatech), Munich/Berlin
- German Institute for International Affairs (GIGA, Hamburg)
- Hans-Boeckler-Foundation, Duesseldorf
- Harvard Center for European Studies, Berlin
- International Federation of Operational Research Societies (IFORS)
- Malaysian External Trade Development Corporation (MATRADE), Kuala Lumpur
- Middle East Technical University (METU), Ankara
- Munich Circle - Digital Transformation (Munich/Berlin)
- Shanghai Jian Tong University and University of International Relations (UIR), Beijing
- University College Dublin, Dublin/Ireland
- Wharton School of Economics, Pennsylvania/USA
- Wilfried Laurier Trade Development Center, University of Ontario, Waterloo/Canada
- Zhejiang University and Zhejiang Sci-Tech University, Hangzhou, PR China
- Xi'an Jiao Tong Liverpool University, Suzhou

For publications see <https://www.hs-neu-ulm.de/en/ulrike-reisach/> or <https://www.ulrike-reisach.de/latest-research/> or https://www.researchgate.net/profile/Ulrike_Reisach.

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Ulrike Reisach