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## Curriculum Vitae



### **Prof. Dr. Thomas Osburg**

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Born: October 11, 1963

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## Professional Experience

- Mar. 2016 – today**      **Fresenius Business School, Munich**
- **Professor Sustainable Marketing & Leadership**
    - *Research Focus: Urban, Mobility, Digital Innovation, Brand*
  - Dean of Studies *Mobility Management*
  - Head of the *Entrepreneurship Center*
- Oct. 2018 – today**      **Trivelas Research Institute, Munich**
- **President**  
Founder and Director of an international Research Institute and ThinkTank for Sustainable Urban Mobility
- Sep. 2015 – today**      **Provoix GmbH, Munich**
- **Founder and Managing Partner**  
Advisory and Consultancy for International Business with a focus on Customer Acceptance of Urban Mobile Solutions
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- Feb. 2006 – Aug. 2015**      **Intel GmbH, Munich**
- **Director Europe – Corporate Affairs and Innovation**
    - Responsibility for Intel’s European CSR, Innovation, Entrepreneurship and Corporate Communication Programs
  - **Director Education EMEA**
    - Responsibility for Education (CSR Program) activities across EMEA
- Jun. 2005 – Jan. 2006**      **Autodesk GmbH, Munich**
- **Director Higher Education Central Europe**
    - Responsibility for Autodesk Higher Education Activities in Central Europe
- Jan. 1993 – May 2005**      **Texas Instruments GmbH, Freising and TI Ltd, Shanghai, China**
- **Director International Business (Consumer) / Shanghai**
    - Sales- and Marketing manager for Asia and Latin America
  - **Marketing & Communications Manager Europe (Consumer)**
    - PoS, Print and TV Campaigns
- Oct. 1987 – Dec. 1992**      **Texas Instruments Inc., Nice (France) und Dallas, Tx. (USA)**
- **Product & Merchandising Manager (Consumer), Nice, France.**  
PoS and Merchandising Strategy with key customers.
  - **Co-Founder of Reengineering Team, Dallas, Tx.**
  - Internal Management Consulting Team

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## Teaching Executive Education / MBA Lecturing

### Current

- **Université de Genève, Switzerland**  
Economic and Social Faculty, CAS Diploma | Innovation & Leadership
- **Catholic University of Eichstätt-Ingolstadt, Germany**  
Wirtschaftswissenschaftliche Fakultät (WFI) | Innovation & Strategic Marketing
- **Management Center Innsbruck (MCI), Austria**  
Executive Certificate Course | Innovation, Digitalization & Sustainability  
Member of the Scientific Board
- **University of Economics and Management (ISM), Vilnius, Lithuania**  
Executive MBA Program – Digitalization, Entrepreneurship, Marketing

### Previous

- College of Management, Tel Aviv, Israel (2014)
- Ateneo de Manila University, Manila, Philippines (2013)
- AIM Asian Institute of Management, Manila, Philippines (2013)
- Kozminski University, Warsaw, Poland (2013)
- European School of Management and Technology (ESMT), Berlin, Germany (2012)
- Technical University (TU) Berlin, Germany (2012)
- Zürcher Hochschule für Angewandte Wissenschaften, Winterthur, Switzerland (2010)
- Ludwig-Maximilians-Universität (LMU) Munich, Germany (2010)

### Publications

- Over 50 Scientific Publications (Monographs, Edited Volumes, Scientific Contributions). Complete List available at [www.thomasosburg.de/publications](http://www.thomasosburg.de/publications)

### Master Thesis

- More than 50 Supervisions of Research Master Theses (Digital Innovation, Mobility, Sustainability & Leadership). Complete List available at [www.thomasosburg.de/mastertheses](http://www.thomasosburg.de/mastertheses)

## Academic Experience

### Board Membership

- Academy of Business in Society (ABIS, Brussels)
- Ideas in Motion, Advisory Board (NGO, Hamburg/Rwanda)
- CSR Europe, Brussels (Jan 2011 – Dec 2015)

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## Education

- Jan. 2017
  - Appointment as **Professor** by the Minister of Science (State of Hessen, Germany)
- Nov. 2004 – Feb. 2010
  - **Promotion / Ph.D.** (Dr. rer. Pol.) at the University of Hannover. Topic: University Sponsoring, Department of Business and Economics
- Oct. 1982 – Sep. 1987
  - **Master Education Studies** (Dipl.-Ökonom) at the University of Hannover, Department of Business and Economic. Main Subject: **Marketing**
- Sep. 1973 – Jul. 1982
  - **Abitur**, Gymnasium Humboldtschule Hannover