

# ALEXANDER KIES

RESEARCH ASSOCIATE  
AND PHD CANDIDATE  
RWTH Aachen University

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DATE OF BIRTH: 25.04.1992

## 0.1 EDUCATION

### 2017 MASTER OF SCIENCE IN BUSINESS ADMINISTRATION

2015 RWTH Aachen University

**Grade:** German Grading System 1,5 / GPA: 3.7

**Focus:** Technology, Innovation, Marketing and Entrepreneurship

**Thesis:** Perception of Artificial Intelligence in Service Industries -  
A Qualitative Empirical Investigation

### 2015 BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION

2011 University of Cologne

**Grade:** German Grading System 2,3 / GPA: 3.0

**Focus:** International Management and Business Psychology

**Thesis:** Methods of Measuring Shitstorms

### 2014 STUDY OF MANAGEMENT AT DAVID NAZARIAN COLLEGE OF BUSINESS

2013 CSU Northridge, Los Angeles

Exchange Semester at CSUN as a Free-Mover

**Focus:** Integrated Marketing Communications & Industrial and  
Organizational Psychology

### 2011 GENERAL QUALIFICATION FOR UNIVERSITY ENTRANCE

2002 BvA Gymnasium, Dormagen

**Grade:** German Grading System 1,8 / GPA: 3.7

## 0.2 WORK EXPERIENCE

### - RESEARCH ASSOCIATE AND PHD CANDIDATE

01/18 RWTH Aachen University

#### Chair for Service and Technology Marketing (STM)

As a research associate at RWTH Aachen University I am heavily engaged with **academic teaching**, planning and coordinating my personal **dissertation research projects** as well as supervising and managing **third-party funded research** projects

### 12/17 BUSINESS DEVELOPMENT CONSULTANT

05/17 TÜV Rheinland Consulting

**Change Project:** Implementation of group-wide customer-orientation change project at board level

**Developing business models:** Developing group-wide predictive maintenance and smart city and business models

### 05/17 RTL INTERACTIVE CONTROLLING

04/16 Mediengruppe RTL / Working Student

**Reportings:** Creation and development of monthly standard reportings for different business streams (KPI, Apps, Licenses etc.)

**SAP:** Input of monthly statement into SAP systems

### 04/16 STRATEGY & PROJECTS

07/15 REWE Group / Working Student

**Excel VBA:** Development and programming of an extensive group-wide VBA-tool for an internal control system.

**SAP:** Implementation of a SAP Web User-Interface

## 0.2 WORK EXPERIENCE (CNTD.)

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### 03/15 BUSINESS INTELLIGENCE 09/14 L'Oréal Germany / Working Student

**Reportings:** Creation and development of monthly standard reportings for Cosmetique Active

**Standard rebate:** Concept development and implementation of standard rebate agreements for 8.000 pharmacies

### 05/13 HEAD OF SPONSORING DEPARTMENT 04/12 World Business Dialogue

**Sponsoring:** Successful acquisition and support of internationally known companies (KPMG, Bayer, Tchibo etc.) with a sponsoring volume of 260.000€

**Career Fair:** Setup and organizational planning of a career fair with 1000 students from 65 countries

## 0.3 PERSONAL SKILLS

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### LANGUAGES

Besides my mother tongue german I speak the following languages

92%

ENGLISH



73%

POLISH



25%

FRENCH



## 0.4 PROFESSIONAL SKILLS

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### LATEX SUITE

Document Preparation System

Swift and clear text formatting and typesetting with the LaTeX-Suite for an easily customizable research document  
Preferred TeX Distribution: XeLaTeX



### BIBDESK / CITAVI

Reference management and knowledge organization

Thorough literature research and organization for quick overviews of relevant research topics  
Preferred program: BibDesk



### ADOBE CREATIVE CLOUD

Graphic Design Software

Good command of various programs for photo editing, typesetting and vector graphic creation



### MICROSOFT OFFICE SUITE

PowerPoint, Word and Excel

Clear presentation of results and sound experience in creating visually pleasing presentations.  
Excel VBA: Experienced in programming macros for various applications within projects

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WWW.GOO.GL/U4DMYQ

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### ADDRESS

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