

PROF. DR. FRANK THOMAS PILLER

CURRICULUM VITAE

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Academic Positions

- Since 2007 Full Professor of Management (W3, tenured) and Chair in Technology and Innovation Management, RWTH Aachen University, School of Business & Economics, Germany
- Since 2016 Founding Dean, RWTH Business School, an executive education unit of RWTH Aachen (appointed)
- Since 2015 Vice Dean for Strategy & External Relations, RWTH School of Business & Economics, **RWTH Aachen University** (elected in 2015, re-elected in 2018)
- Since 2014 Co-Founder and Academic Co-Director, RWTH Invention Center (INC), part of the RWTH Campus Research Park, together with RWTH WZL, Fraunhofer IPT, KEX AG and more than 50 corporate partners
- Since 2012 Academic Director of the Executive MBA Program, offered by **RWTH Aachen** in cooperation with the University of St. Gallen and Fraunhofer Academy
- Since 2007 Co-Founder, MIT Smart Customization Group, **Massachusetts Institute of Technology (MIT)**, Cambridge, MA, USA
- Feb-Mar 2012 Visiting Professor of Technology Management & Leadership, **Hong Kong University of Science and Technology (HKUST)**, Hong Kong
- Oct 2004 - Feb. 2007 Research Fellow, Massachusetts Institute of Technology (MIT), **MIT Sloan School of Management**, BPS / Innovation & Entrepreneurship Group, Cambridge, MA, USA
- 2000-2004 Position comparable to an "Assistant Professor", Department of Information, Organization & Management (Head: Prof. R. Reichwald), **TUM School of Management, Technische Universität München (TUM)**, Munich, Germany
- 1995-1999 Lecturer and Research Associate, Department of Production and Operations Management, **Julius-Maximilians-Universität Würzburg**, Germany

Academic Education

- July-Aug 2009, Jan. 2010 HBS Global Colloquium on Participant Centered Learning. Intensive professional education program for teaching excellence with the case method. **Harvard Business School**, Boston
- 2001-2004 Habilitation with a thesis on "Innovation and Value Co-Creation: Evidence and Implications of Integrating Customers & Users in the Innovation Process", completed in Sept 2004 at **Technische Universität München (TUM)**, Munich, Germany (*Venia legendi in April 2005*)
- 1995-1999 Ph.D. studies (Dr. rer.pol.) in Business Administration (Production and Operations Management) with a thesis on Mass Customization, **Julius-Maximilians-Universität Würzburg**, Germany (*with highest distinction, "summa cum laude"*)
- 1989-1994 Bachelor and Master ("Diplomkaufmann") in Business Administration (majors: Production & Operations Mgmt, Marketing) at **Julius-Maximilians-Universität Würzburg**, Germany (*Top 1% of the graduating class*)

(1) RESEARCH

Frank Piller's current research focuses on the need of **established corporations and entrepreneurial ventures alike to cope with the challenge of digital transformation and similar disruptive technological innovations**. This includes a growing stream of research on digital business models and the systematic **design of platform-based business ecosystems**, but also research on Leadership for Industrie 4.0 and the establishment of organizational structures and cultures that allow for change. He is the Chairman of a cross-industry group hosted by **VDI** (Verein Deutsche Ingenieure) to develop standards in the field of platform-based digital business models ("Fachausschuss Geschäftsmodelle für Industrie 4.0"). He has also been elected into the Advisory Council ("Forschungsbeirat") of Germany's **National Platform Industrie 4.0**, where he coordinates a work group on Platform Economics for Industrial Data Applications.

A further major stream of Frank Piller's research is on **innovation interfaces**: How can organizations increase innovation success by designing and managing better interfaces within their organization and with external actors. This stream of research includes topics like **value co-creation with customers/users**, **responsible innovation** by stakeholder involvement, strategies to increase the productivity of technical problem solving by **tournament-based crowdsourcing**, and new **models for knowledge transfer** between universities and industry. This research has also build the foundation to investigate innovative **crowdsourcing based business models of startups** and corporate entrepreneurs alike.

In addition, Frank Piller has a long established research tradition in the field of **mass customization and personalization**, with a focus on investigating *strategic capabilities and business model generation for mass customization startups*. This also includes an upcoming larger research stream on the **economic effects of additive manufacturing technologies** ("3D Printing"). At RWTH Aachen, he is a principle investigator in the National Cluster of Excellence on Integrated Production Technologies, focusing on **business model innovation** for Additive Manufacturing.

From a methodological standpoint, Frank Piller's research includes conceptual, qualitative theory-building and quantitative theory-testing publications. Building on his academic background in large institutes of technology (TUM, MIT, RWTH), his research often follows the **design science paradigm**, striving to combine relevance for practice with academic rigor. His Institute is supported by **competitive research grants** from the European Community, the Deutsche Forschungsgemeinschaft (DFG), German Federal Ministry of Research (BMBF), and other institutions.

As indicated by a **H-Score of >50**, **>12,800 citations** of his publications (Google Scholar), a **Klout score of >60**, and more than 250 general press reports about his studies, Frank Piller's research has attracted broad attention and reception in academia and the management community. Harvard Business Review and McKinsey nominated him as a finalist in their "**Innovating Innovation MIX Challenge**" for his work on internal firm structures for successful open innovation.

Numerous research contracts and consulting assignments have transferred Frank Piller's research into real business impact for the management practice. He has been invited to provide more than 200 keynotes at conferences or business meetings and many research seminars for the faculty of leading business schools around the world.

Research & Publication Impact

- **List of Publications and Google Scholar Citation Impact:** <http://tinyurl.com/piller-pub>
- **ResearchGate Profile:** https://www.researchgate.net/profile/Frank_Piller
- **Press Reports about Frank Piller's Research:** <http://tinyurl.com/y8cx9knb>

Academic Honors and Research Awards

- 2014,15 Inclusion into **Best Paper Proceedings of AOM Meeting**
- 2015 **FAMOS Award** of the President of RWTH Aachen for **creating a research group with the "most family friendly work environment" at RWTH** (on nomination by the RWTH TIM Group staff)
- 2013 Winner of the **Global 2012 PDMA-JPIM Research Competition** and the **2012 Wilemon Award** for the paper project "Managers' attitudes and reactions towards deviant consumer behavior in idea contests" (*jointly with Alexandra Gatzweiler & Vera Blazevic*)
- 2013 **"Best Paper Award 2012"** for the best paper published in 2012 in the journal 'Die Unternehmung - Swiss Journal of Business Research and Practice', awarded for the paper "From Social Media to Social Product Development: The Impact of Social Media on Co-Creation of Innovation", *co-authored by Christoph Ihl and Alexander Vossen*
- 2008 Invited Member to an **Expert Panel on Innovation advising President Horst Köhler** (President of the Federal Republic of Germany)
- 2008 Appointed **RWTH Representative of the German Scholarship Foundation** (Studienstiftung des Dt. Volkes)

- 2007 **Appointment offer of full chaired Professor of Management**, Technology & Innovation Management Group, RWTH Aachen University, Aachen, Germany (*accepted*)
- 2006 Paper "Reducing the Risk of New Product Development" (MIT Sloan Management Review) elected into the **"Top 20 of Articles Chosen by Business School Faculty"** (with S. Ogawa)
- 2006 **Appointment offer of full Professor of Management**, Innovation Management Group, Zeppelin University, Friedrichshafen, Germany (*rejected*)
- 2000 **Poco-Handels-Preis of the University Witten-Herdecke** for the book "Mass Customization"
- 2000 **First Price of the Stiftung Industrieforschung** for the Ph.D. thesis
- 1999 **Wolfgang-Ritter-Preis for Scientific Contributions in Management Research** for the Ph.D. thesis
- 1991 Fellow of the **German Scholarship Foundation** (Studienstiftung des deutschen Volkes)

Research Grants

Under Frank Piller directorship, the RWTH-TIM Group has been receiving **competitive (peer-reviewed) research grants of about \$0.5 to 1 million annually** since 2007. A special focus of the group are high profile **interdisciplinary projects**, including the role of a Primary Investigator in a **Cluster of Excellence ("Exzellenzcluster")** within the German Exzellenzinitiative; a co-directorship of a **DFG Graduate School ("Graduiertenkolleg")**, the coordinator role of a **DFG Research Cluster** on Technology Transfer, and the scientific leadership of several large-scale projects in the **European Framework Programs**. Funding organizations supporting RWTH-TIM include the European Community, Deutsche Forschungsgemeinschaft (DFG), BMBF, BMWi, AIF, VDMA-FVA, NRW Ziel.2 Program within ESF, and Stiftung Industrieforschung.

Selected recent competitive (peer-reviewed) research grants (last 5 years only)

- 2019-
(1) *DFG / German Excellence Initiative: Excellence Cluster "Internet of Production":* Research Domain Coordinator, principal investigator, and member of the management board (in last stage of application; co-coordinator of the application process)
- 2008-2018
(1) *DFG / German Excellence Initiative: Interdisciplinary Management Factory,* Project house of the RWTH School for Business & Economics, 2008-2018, Initiator, coordinator and spokesperson of the project house
- 2016-2018
(2) *Bundesministerium für Forschung (BMBF): ProData* (Development of a platform for industrial data)
- 2016-2018
(2) *Bundesministerium für Wirtschaft (BMBF): Servicefactory Sports 4.0* (Development of a generation of smart products and smart services in the sports good industry)
- 2012-2018 *DFG / German Excellence Initiative: Excellence Cluster "Production Technology for High-Wage Countries ":* Principal investigator and task leader, (grant for RWTH-TIM: €500K+)
- 2015-2017
(1), (2) *Ford RWTH Research Alliance: Business Model Innovation for Mobility* (Developing a methodology and their implementation in different pilots to create an innovation system for Ford to systematically develop smart mobility services globally) (various grants for RWTH-TIM research group: >€800K)
- 2015-2017
(1) *Stifterverband: The Front End of Innovation in eLearning* (Systematic development of a research methodology to better understand needs and demands of users of eLearning/MOOCs) (grant for RWTH-TIM research group: €150K)
- 2015-2017
(2) *AIF/Bundesministerium für Wirtschaft (BMBF): Open Darkness* (Managing the challenges of open innovation implementation for SMEs) (grant for RWTH-TIM: €250K)
- 2015-2017
(2) *AIF/Bundesministerium für Wirtschaft (BMBF): EMILIA* ("Managing Disruptive and Business Model Innovation") (RWTH-TIM: €300K)
- 2014-2017
(1), (2) *European Commission: Project SMC-Excel* ("Sustainability & Mass Customization – Establishing a system innovation") (grant for RWTH-TIM: €300K)
- 2014-2016
(1), (2) *AIF/Bundesministerium für Wirtschaft (BMBF): No-NIH* ("Preventing "Not-Inventing-Here": Attitude measuring and development of counter measures to prevent barriers to knowledge transfer ") (grant for RWTH-TIM: €320K)
- 2011-2014
(1), (2) *German Ministry for Research (BMBF): Project KUMAC* ("Kunden als Wertschöpfungspartner bei Mass- Customization-Leistungen) (grant for RWTH-TIM: €450K)
- 2012-2018 *DFG / German Excellence Initiative: Excellence Cluster "Production Technology for High-Wage Countries ":* Principal investigator and task leader, (grant for RWTH-TIM: €500K+)
- 2008-2018
(1) *Deutsche Forschungsgemeinschaft (DFG): Graduate School "Anlaufmanagement":* Participation in doctoral school on innovation launch and production ramp-up (grant for RWTH-TIM: €600K+) (*Co-Director ("Sprecher")*)
- 2010-2012
(2) *European Commission: Research Grant "Nano.Com: Lowering Barriers for Nanotechnology Commercialization via Open Innovation":* Methods of open innovation and broadcasting of search approach for technology transfer (7th framework program, EU FP7-NMP2009-CSA3, Networking activity, grant for RWTH-TIM: €100K)
- 2010-2013 *European Community / NRW Ziel.2 Program: Research Grant "EMOTIO II- Embedded Open Toolkits for User*

- (2) **Innovation"** Piloting of smart products that allow the adoption of their characteristics in the user domain (grant for RTWH-TIM group: 200K)
- 2009-2013
(1), (2) *European Community / NRW Ziel.2 Program: Research Grant "OPEN-ISA- Open Platforms for Service Innovation in the Senior Market"* Development of customer idea platform for senior citizens (grant for RWTH-TIM: €480K)
- 2009-2011
(1) *Deutsche Forschungsgemeinschaft (DFG): Research Grant "MATRIX - New Methods for Successful Technology Transfer"* Transfer of broadcasting of search approach on technology transfer (grant for RWTH-TIM: €180K)
- 2008-2010
(1), (2) *VDMA: Research Grant "FVAcentive"* Open innovation / Development of open innovation platform for German Machinery Association (grant for RWTH-TIM: €180K)
- 2007-2011
(2) *Bundesministerium für Forschung (BMBF): Project INTEGRO„Open Innovation Readiness“* Development of a measurement instrument to evaluate a firm's readiness to employ open innovation (grant for RWTH-TIM: €210K)
- 2009-2012
(2) *European Commission: 7th Framework Program, SME Project (IP) REMPLANET: Resilient enterprise structures for mass customization,* (grant for RWTH research group: €380K), Scientific coordinator and work package leader
- 2008-2011
(2) *European Commission: 7th Framework Program, SME Project (IP) SERVICE: Service Oriented Intelligent Value Adding Network for Clothing-SMEs Embarking In Mass Customization,* (grant on mass customization research for RWTH research group: €410K), Scientific coordinator and work package leader

- (1) **Project leadership:** Responsible for designing, drafting and presenting proposal for funding agencies; coordination of scientific research & work packages; managing milestones and project execution, dissemination and utilization of results.
- (2) **Industry collaboration:** Project in close cooperation with industrial and/or service companies, in addition to cooperation with other research entities as part of the project consortium.

Technology Transfer: Spin-off Companies & Board Positions

Frank Piller has always strived to connect his academic research with strong interactions with practice. Hence, he has consulted and delivered executive workshops for many DAX30 and Fortune 500 corporations, including **Adidas, Audi, Bertelsmann, BMW, Daimler, Dell, ExxonMobil, Infineon, J&J, Lego, Mars, Sears, Siemens, Unilever** or **Volvo**.

He also transfers his research into practice as a co-founder, investor, member of the Board of Directors ("Aufsichtsrat"), or scientific adviser of several technology companies. At the same time, these corporate engagements provide a unique input for his research, giving access to original data and relevant management questions.

Scientific and Industry Boards ("Fachbeiräte")

In addition, Frank Piller serves (by invitation or as an elected member) on several scientific and industry boards of Industry Associations, steering the research landscape in these domains.

- Since 2018 **ACATECH Plattform Lernende Systeme:** Member of the Working Group "Business Model Innovation" of Germany's National Platform for Artificial Intelligence (appointed)
- Since 2017 **ACATECH Plattform Industrie 4.0:** Member of the Highest Advisory Board ("Forschungsbeirat") of Germany's National Platform for Industrie 4.0 (elected)
Member of the Working Group "AG 6: Business Model Innovation 4.0" (appointed)
- Since 2015 **VDI Conferences Industrie 4.0:** Member / Head of the Program Committee, conference co-chair (appointed)
- Since 2015 **IMP³rove – European Innovation Management Academy EWIV:** Academic representative in the Advisory Board (an initiative by the European Commission to improve innovation performance of European SMEs)
- Since 2014 **Verein Deutscher Ingenieure (VDI):** Head of the Fachausschuss "Business Model Innovation for Industrie 4.0"
- Since 2014 Member of the **RWTH Innovation Board**, providing strategic advice to the president of the RWTH on technology transfer, IP contracts, strategic innovation management
- 2014 **German Ministry for Research (BMBF):** Head of the Academic Review Committee of the Research Framework Program "Kompetenzentwicklung und Innovative Arbeitsgestaltung"
- Since 2012 **Aachener Innovationspreis:** Member of the selection committee of one of the largest innovation awards for German industry
- Since 2010 Permanent member of the evaluation board for Ph.D. scholarships of the **Studienstiftung des Deutschen Volkes**
- 2011-2014 **ACATECH – Akademie der Technikwissenschaften:** Mitglied des Fachbeirats Produktentstehung

(2) TEACHING & ACADEMIC SCHOLARSHIP DEVELOPMENT

Frank Piller has been teaching since 1997 to very different audiences, including undergraduates, graduate students, postgraduates, managers, and top executives, both in-class and in-company. He has been consistently delivering a highly satisfactory learning experience to his students, achieving **teaching evaluations in the top 10% percentile of the evaluation scheme**. Students regularly evaluate his lectures as "demanding" and "leading-edge", but "joyful to participate", "very interactive and participate-centered", and "a great experience".

He has co-initiated and developed different elective courses to disseminate the findings of his research for graduate and MBA students. Especially his class modules on open innovation and mass customization have been adopted by many leading international business schools, making him a successful visiting professor in top executive education programs around the world. Since April 2012, Frank Piller has been appointed as the **Academic Director of the RWTH Executive MBA (EMBA)** in General Management, a program offered since 2004 in cooperation with **Fraunhofer Gesellschaft**.

Frank Piller has been co-advising numerous M.Sc./diploma theses and has been the advisor of **more than 30 Ph.D. students**. He is an acclaimed speaker at management conferences and in Executive Education programs around the world. He has been elected "MBA Teacher of the Year" at TUM Business School in 2001 and 2006, and is the only professor at RWTH Aachen who has received RWTH's highest price of teaching excellence two times (2010 and 2015).

Since 2011 he is an active advocate of introducing **Massive Open Online Classes (MOOC)** and **Serious Gaming** at RWTH Aachen to provide a better and more scalable teaching experience for large-scale undergraduate classes for interdisciplinary audiences. He has been **the first European professor** offering external participants the opportunity to gain **ECTS teaching credits** in an online MOOC program (in partnership with iversity.org).

Awards for Teaching Excellence

- 2015 **RWTH Award of Teaching Excellence 2015** (Nomination by the RWTH Vice President for Academic Affairs) together with Malte Brettel for teaching innovation by blended and game-based learning
- 2012 **RWTH Exploratory Teaching Space Award for Innovation in Teaching** in form of an **ETS grant** for the project "**Flipping the ABWL Classroom**" to turn a core bachelor course into a MOOC.
- 2010 **RWTH Award of Teaching Excellence 2010** (Nomination by the Student Bodies ("Fachschaft") of the Schools of Business and Engineering), central award for teaching excellence by the President of RWTH Aachen University.
- 2006 **Elected "Best Lecturer"** in the TUM Executive MBA program (out of 80 lecturers)
- 2002 **Best Lectureship Award** of the TUM MBA Class of 2001

Textbooks

- *Frank Piller, Christoph Ihl, Kathrin Möslein und Ralf Reichwald: Interaktive Wertschöpfung Kompakt, Wiesbaden: SpringerGabler 2017 (includes an online co-creation site to develop this book further with 1000s of participants).*
- *Frank Piller (Hg.): Einführung in die Betriebswirtschaftslehre. Ein Reader zur Vorlesung an der RWTH Aachen. Wiesbaden: Springer-Gabler. Jährlich aktualisierte Auflage, 2007-2012.*
- *Ralf Reichwald & Frank Piller: Interaktive Wertschöpfung: Open Innovation, Individualisierung und neue Formen der Arbeitsteilung, 2 Auflage: Wiesbaden: Gabler 2009.*
- *Frank Piller (Editor): Principles and Practices of Technology and Innovation Management: A Reader. New York / London: McGraw-Hill Primis 2008.*

Undergraduate & Graduate Teaching at RWTH Aachen, School of Business, Germany (since 2007)

- Principles of Business Administration, 15 sessions core course, 2+2 SWS / 5 ECTS credits (undergraduate level students of business administration and industrial engineering / engineering management) – *Delivered as a "flipped class" in form of a MOOC with video lectures, online eLearning, and interactive lectures since 2012.*
- Strategic Technology Management, 30 sessions elective course, 3+1 SWS / 5 ECTS credits (advanced level students of business administration and industrial engineering)
- Managing the Innovation Process, 30 sessions elective course, 3+1 SWS / 5 ECTS credits (advanced level students of business administration and industrial engineering)
- Principles of Innovation Management: A Culture & People Perspective in Innovation, 15 sessions core course, 2 SWS / 5 ECTS credits (Master of Science / graduate level students of business administration and engineering)

- Interactive Value Creation: Innovations in Organizing the Division of Labor, 15 sessions elective course, 3+1 SWS / 5 ECTS credits (Master of Science / MBA / graduate level students of business administration and industrial engineering)
- Doctoral Seminar in Innovation & Technology Management, 15 sessions elective course, 1 SWS / 5 ECTS credits (graduate level, PH.D. Students)

Undergraduate & Graduate Teaching at Technische Universität München, Germany (1999-2004)

- Principles of Business Administration for Engineering Students, 15 sessions core course, 2 SWS / 4 ECTS credits (undergraduate level students of engineering)
- Fundamentals of Organization & Management, 15 sessions elective course, 2 SWS / 6 ECTS credits (MBA level)
- Mass Customization and Open Innovation, 15 sessions elective course, 2 SWS / 6 ECTS credits (MBA level)

Executive Teaching at RWTH Aachen (since 2007)

Leadership roles:

- **Academic Director of the EMBA program**, offered by RWTH Aachen in cooperation with the University of St. Gallen and Fraunhofer Academy, fully accredited by AACSB and FIBAA (since 2012)
- **Founding Dean of the RWTH Business School GmbH**, a professional education unit for programs at the intersection between management and technology at RWTH Aachen University: Academic and program leadership (since 2016)

Teaching modules:

- **Principles of Management**. Core program module of the RWTH EMBA, offered in form of a "*flipped classroom*" via **Video lectures, online tests, and interactive discussion sessions** (Executive Master Level, 5 credits) (*together with Malte Brette!*)
- **Course Head and Lead Lecturer** for core program module of the RWTH EMBA "**Technology Management**", (Executive Master Level, 5 credits)
- **Course Head and Lead Lecturer** for the RWTH Executive Programs "**Business Model Innovation**" and "**Principles of Innovation Management**", offered as EMBA electives, Inhouse- and Open-Enrollment-Programs (Executive Master Level, 5 credits)

Executive Teaching at Other Universities

- Fraunhofer Academy: Internal Development Program "Forschungsmanager". Two teaching modules: "Fraunhofer Competence Framework" and "Open Innovation & Technology Transfer", *annually since 2016*
- The Leadership Network: Leading the Factory of the Future. 3-Day Executive Program on C- and SVP-level on Opportunities and Challenges in Industrie 4.0, *annually since 2015*
- Hong Kong University of Science and Technology (HKUST): Technology, Leadership & Entrepreneurship. Capstone Class for M.Sc. and Ph.D. students of the Fong Ying Tung Graduate School, 2012 (FY5001)
- Goethe Business School, Universität Frankfurt. Innovation & Technology Management. Core Class in Full Time MBA Program, *annually 2009-2012* (MBA Student Level, 5 credits)
- IE Business School (Instituto Impresa, Madrid): Building the Customer Centric Organization, Co-Director / Lead Lecturer in this Executive Program, *periodically since 2007*. (Executive Level, Open Enrollment Course)
- Massachusetts Institute of Technology (MIT): The MIT Smart Customization Seminar, *bi-annually since 2008* (Executive Level, Open Enrollment Course)
- Technische Universität München: Customer-Centric Value Creation by Mass Customization, Teaching Module for the Executive MBA Program on "Innovation and Leadership", Munich, 2007-2014 (Executive Master Level, 3 credits)
- Hochschule Luzern, Switzerland: Customer Co-Creation, Program module in consecutive master program on strategic communications management, 2010-2016 (Executive Master Level, 3 credits)
- Vlerick Business School, Leuven, Belgium: Strategies for Managing Long Tail Markets, Teaching Module for the Executive Master Program in Supply Chain Management, 2008-2015 (Executive Master Level, 2 credits)
- Wirtschaftsuniversität Wien: Marketing of Innovation - Mass Customization. Teaching Module for the Executive Master Program in Technology Management, Vienna, 2006-2014 (Executive Level)
- Technische Universität München: Customer-Centric Value Creation: Mass Customization and User Innovation: Teaching Module for the Executive MBA Program "Communicate!", Munich, 2004-2007 (Executive Master Level)

- Massachusetts Institute of Technology (MIT): MIT Sloan School of Management: In-class teaching modules for Managing Innovation: Emerging Trends (15.352), Innovation in the Marketplace (15.840), Generation of New Product and Service Concepts (15.356)

Executive Teaching and Coaching within Corporate (Inhouse) Workshops

Frank Piller has developed several **executive class modules** in the fields of digital transformation, leadership for the factory of the future, open innovation, and mass customization which have been adopted by many leading international business schools, making him a demanded visiting professor in top executive education programs around the world. He has delivered customized **executive workshops** delivered for many Dax30 and Global 500 companies on topics like technology and innovation, general management, managing disruptive change, business model innovation and customer-centric value creation. In addition, he has coached and mentored more than 50 **entrepreneurs in high-tech start-up companies** in Europe and North America, mainly in the field of mass customization and crowdsourcing.

(3) ACADEMIC COMMUNITY SERVICES

Affiliation with Scholarly Associations: Academy of Management (AOM); Erich-Gutenberg-Arbeitsgemeinschaft Köln e.V.; European Academy of Management (EURAM); ISPIIM (International Society for Professional Innovation Management); Strategic Management Society (SMS); Verband der Hochschullehrer für BWL (VHB); Product Development Management Association (PDMA)

Division Head (elected): **VHB TIE:** German Association of Professors of Management, Division Technology, Innovation, Entrepreneurship (TIE), 2015-2017

Journal Reviewer: Decision Support Systems; Decision Science; Die Betriebswirtschaft (DBW); European Management Journal; Electronic Markets; IEEE Transactions on Engineering Management; Industrial and Corporate Change; International Journal of Industrial Engineering; International Journal of Technology Management; International Journal of Production Research; Journal of Production Economics; Journal of Marketing; Journal of Market-Focused Management; Journal of Product Innovation Management; Journal of Operations Management; Long Range Planning; Org Science; Production Planning and Control; R&D Management; Research Policy; Die Unternehmung; Technology Forecasting & Social Change; Technovation; Zeitschrift für Betriebswirtschaftslehre (ZFB)

Conference Chair

- **Open & User Innovation Conference (OUI):** Founding co-chair & track chair (since 2003), *with Eric von Hippel, MIT, Karim Lakhani, HBS, Carliss Baldwin, HBS, et al.*
- **World Open Innovation Conference (WOIC):** Founding Co-Chair (2014), *with Henry Chesbrough, UC Berkeley*
- **European Academy of Management (EURAM):** Founding Member; Chair & Head of the Conference Committee (2005); Track chair (2006-2008)
- **Mass Customization & Personalization Conference (MCPC),** Founding Co-Chair (2001), Co-Chair and Head of Program Committee (2001-2011, 2017), Honorary Program Chair (since 2013).
- **VHB TIE:** Annual Meeting of the German Association of Professors of Technology, Innovation, Entrepreneurship Conference Chair 2009, 2016, 2017

Member in Program Committees of Conferences: **Academy of Management Meetings**, Reviewer, session chair, discussant, etc.; **Americas Conference on Information Systems (AMCIS)**, Reviewer; **ECAI (European Conference on Artificial Intelligence)**, member of the program committee for the track on product configuration; **European Academy of Management (EURAM)**, Founding Member; Head of the Conference Committee (2005); Track chair (2006-2008); **Hawaii International Conference on Systems Sciences (HICSS)**, Reviewer; **IEEE International Conference on Management of Innovation and Technology**, member of the program committee; **Interdisciplinary Conference on Product Configuration Systems**, member of the program committee; International Conferences on Industrial Engineering and Engineering Management (IEEM) 2003, 2004, 2005, Member of the International Program Committee; **ISMC - International Workshops on Information Systems for Mass Customization**, member of the program committee; **Conference on Mass Customization & Personalization (MCPC)**, 2001-2015, Founding Co-Chair, Co-Chair and Head of Program Committee, Honorary Chair (2014-). **World Open Innovation Conference (WOIC)**, Founding Co-Chair (2014); **Open & User Innovation Conference (OUI)**, Track Chair, since 2003

Referee / Evaluator for Grant Institutions: American Marketing Association (AMA), Deutsche Forschungsgemeinschaft (DFG); European Commission; Engineering and Physical Sciences Research Council (EPSRC); IEE Manufacturing Professional Network; British Engineering and Physical Sciences Research Council; ManuFuture; Na-

tional Science Foundation (NSF); Peter-Pribilla-Foundation; Schweizer Nationalfond; Stiftung Industrieforschung; Studienstiftung des Deutschen Volkes; Tekes, the Finnish Funding Agency; Volkswagenstiftung

Referee / Evaluator for Tenure Evaluations, Promotions, or Faculty Recruitment (selection):

Babson College, USA; Cambridge University, UK; Chalmers University, Sweden; Concordia University, Canada; Copenhagen Business School, Denmark; Democritus University of Thrace, Greece; Georgia Institute of Technology, USA; Hong Kong University of Science and Technology, Hong Kong; Loughborough University, UK; Nanyang Technological University, Singapore; Radcliffe Institute, School of Design, Harvard University, USA; Singapore University of Technology and Design, Singapore; Stanford University, Scancor Program, USA; Universität Darmstadt, Germany; Universität Nürnberg, Germany; Universität Siegen, Germany; University of Kentucky, USA; University of Nottingham, UK; University of Warwick, UK

Faculty Services at RWTH Aachen

Leadership positions in the School of Business & Economics

- Serving as the **Associate Dean of Strategy & External Affairs**, RWTH School of Business & Economics, RWTH Aachen (elected 2015, re-elected 2018)
- **Founding Dean** of the RWTH Business School GmbH, a professional education unit for programs at the intersection between management and technology at RWTH Aachen University: Academic and program leadership (since 2016)
- **Academic Director of the Executive Master Program in Business Administration (EMBA)**, offered by RWTH Aachen in cooperation with University of St. Gallen and Fraunhofer Academy (since 2012)
- **Co-Founder and Co-Director**, Research Area Technology, Innovation, Marketing & Entrepreneurship (TIME) (since 2013)
- **Institute Head**, RWTH Technology & Innovation Management Group (since 2007)

Board and leadership positions on the RWTH University level

- Co-Founder and Academic Co-Director of the **RWTH INC Invention Center**, a transfer initiative between RWTH and more than 50 corporate members at RWTH Campus, together with RWTH WZL and Fraunhofer IPT (since 2014)
- Member of the **IMP-Board for fostering interdisciplinary research** as part of the Excellence Initiative at RWTH Aachen (appointed by the president of the RWTH) (since 2008)
- Member of the **President's Innovation Board** of RWTH Aachen University, providing advice on RWTH's IP policy, technology transfer programs, licensing fee policies, and open innovation
- RWTH Representative of the **German Scholarship Foundation** (Vertrauensdozent Studienstiftung des Dt. Volkes)

Professional service for the School of Business & Economics

- **Member or Vice-Head of four Examination committee** ("*Prüfungsausschüsse*") for joint programs with other schools of RWTH Aachen (e.g., "Wirtschaftsingenieurwesen")
- Head / member of several faculty **recruitment committees**
- Head of the "Interdisciplinary Management Factory (IMF)" and Representative of the RWTH School of Business & Economics for the **German Research Excellence Initiative**, 2nd Funding period (2012-2018) (appointed by the president of the RWTH)
- Representative of RWTH Aachen and standing member of the faculty working group at the **AACSBm** the internationally most important accreditation for business schools and management education (*The Association to Advance Collegiate Schools of Business*) (since 2015)
- Elected Member of the **Faculty Board of the School of Business & Economics** ("Fakultätsrat")