Transatlantic Ruhr Fellowship Program

Professional Skills in the Age of Digitalization

August 2 - August 20, 2021
Welcome, Transatlantic Ruhr Fellows!

On behalf of everyone at the University Alliance Ruhr, I am delighted to welcome you to the 2021 cohort of the Transatlantic Ruhr Fellowship: Professional Skills in the Age of Digitalization.

The ongoing pandemic has permanently altered the social, economic, digital, and cultural landscape over the past year. It has brought to centerstage the divisions and inequities of our global community, while at the same time highlighting the human drive to find common solutions. Workplaces in all sectors, from healthcare to manufacturing, have had to necessarily adapt rapidly to new health and safety guidelines which leaned heavily on digital tools and technologies.

This year our program will spotlight the importance of constantly developing your individual professional skills and the entrepreneurial mindset, especially against the backdrop of digital consumption. Although you will not be in New York this summer, we will bring the city to you. You will have the unique opportunity to meet with experts in our region who will fine tune your transatlantic viewpoint and participate in cultural activities that will offer you a different perspective on this city. At the same time, it is the goal of our fellowship program that you will utilize this time to build your international community.

During our three-week certificate program – you will assess your strengths and develop skills that will help you tackle new challenges. You will practice identifying problems and designing solutions. Entrepreneurs, business leaders, academics and representatives from international organizations will provide you with valuable insights on diversity, ethics, business communication, organizational management, labor laws, innovation, technology and more.

It is unmistakably apparent to us that the pandemic has fast-forwarded digital trends which were already brewing and are now shaping the culture of a post-pandemic world. Our fellowship program, limited by international travel restrictions, remains largely on a virtual platform with some opportunities to gather in person.

It is my sincere hope that this fellowship program will empower you with the perspectives, the tools and the conversations that will enable you to be leaders in finding solutions to real world problems and that it will enrich your professional path as you move towards your future.

On this note, I look forward to you showing up to #TRF2021. I am happy to welcome you on board. Welcome Cohort #TRF2021!

Priya S. Nayar
Executive Director
UA Ruhr New York

Manhattan Bridge, New York City
The University Alliance Ruhr is an alliance between Ruhr University Bochum, TU Dortmund University, and the University of Duisburg-Essen, the three largest universities in Germany’s thriving Ruhr area. Each of our institutions has a strong tradition of breaking down walls between disciplines. We believe in the benefits of collaboration on all levels of scholarship and research, which is one of the reasons we came together in this unique university alliance.

More than 120,000 students, of which 19,000 are international, as well as over 14,000 researchers study and work within the UA Ruhr universities. Together, the three universities have 850 partnerships with universities in over 130 countries, which provides our students and researchers with virtually unlimited possibilities for exchange and resources for development. To support our already strong global network of international exchange and collaboration, UA Ruhr has also created academic liaison offices for North America and Russia.

The Ruhr area is not only Germany’s largest academic hub, but also an epicenter of innovation that fosters close interaction between academia and the private sector – and our alliance provides students and researchers from around the world with an open gateway to our region.

We invite you to learn more about the UA Ruhr alliance and our universities, and we look forward to welcoming you in the Ruhr area soon!
Innovation and Entrepreneurial Mindset
We will find out what it takes to be an entrepreneur and how you can discover, assess and further develop your strengths. We will learn how to define a problem, work on live case models, practice pitching and develop business models. Throughout this course, we will connect with entrepreneurs and discuss with them what it takes to translate your idea into a business and reach global impact.

Business Communication
Within an organization and when interacting with supply chains and clients, effective communication is essential to the sustainability of a business. We will be discussing the skills and strategies to ensure everyone is consistently working toward common goals and that critical information is shared to make those goals attainable.

Innovation/Technology
As technological change continues to accelerate and market demand changes, innovation is critical to a business’s success. How does an organization decide what technologies to concentrate on, what products and services are ripe for innovation, and how change will be received by the market? What are the aspects of the German and American markets that drive innovation, and how do companies adapt to different demands when serving different markets?

Ethics/Diversity
The long and continuing history of relationships across cultures is an important context for all business considerations. When managing a diverse workforce and presenting products and services to a broad market, ethical practices not only ensure a business is perceived as a community partner but also provide a more stable foundation for long-term sustainability.

Organizational Management
As businesses grow, the complexity of operations requires careful and intentional guidance in order to compete effectively. Managers can implement various strategies to address challenges as they arise, but a culture of continuous improvement can position a company to respond nimbly to issues that may not yet be visible.

Labor Laws/Labor Relations
Labor law continues to develop in both Germany and the U.S. as employers, employees, and governments coordinate toward safe and successful workplaces. Collective bargaining organizations (unions) can play a major role in representing the needs of workers. Companies often work with advisors to ensure they have the best understanding of their obligations and what may be subject to change. We will discuss the current state of labor relations as well as development worth paying attention to.
Monday – August 2, 2021
CEST 9:00 - 10:30 AM \(\rightarrow\) INTRODUCTION
Welcome & Intercultural Orientation
Matthew Allen, Director, Careers & Education
Sandy Jones, Manager, Careers & Education
German-American Chamber of Commerce, Inc. (GACC)

Tuesday – August 3, 2021
CEST 9:00 - 10:30 AM \(\rightarrow\) ORGANIZATIONAL MANAGEMENT
German-American Business Insights
Dieter-Ring, President & CEO, GACC

Wednesday – August 4, 2021
CEST 9:00 - 10:30 AM \(\rightarrow\) INTERACTIVE SESSION ON HIGHER EDUCATION
Transatlantic Relations, Focus on Education
Jennifer Bruch, Director, DAAD Regional Office New York

Thursday – August 5, 2021
CEST 10:00 - 11:00 AM \(\rightarrow\) RESUME OPTIMIZATION
Cindy Klarwasser, GACC

Friday – August 6, 2021
CEST 9:00 - 10:30 AM \(\rightarrow\) COMPANY PROFILE
Mercedes-Benz USA
Mary Jane Goodson, Talent Acquisition Specialist, Mercedes-Benz USA

Every day, all participants are encouraged to prepare their daily classes and seminars for approx. 3 hours in independent, individual work blocks before the program starts at 3 pm CEST, respectively 9 am EDT.
Program Week 2

Monday – August 9, 2021

GERMAN CONSULATE GENERAL NEW YORK & UNITED NATIONS

CEST 15:00 - 16:00
EDT 9:00 am - 10:00 am

COFFEE CHAT
German Consulate General New York: The Role of the Consulate in Society, Education, and Policy
Wolfram von Heynitz, Deputy Consul General
Ayesha Parvez, Head of the Cultural Affairs and Social Services Department

BREAK

CEST 16:30 - 18:00
EDT 10:30 am - 10:00 pm

CEST 18:00 - 20:00
EDT 12:00 pm - 2:00 pm

Tuesday – August 10, 2021

WELCOME INTRODUCTIONS
Lisa Getzler, Renée Baran, Chris Kauzmann

CEST 17:00 - 18:00
EDT 11:00 am - 12:00 pm

A PROBLEM
Discussion Workshop
Chris Kauzmann

CEST 17:30 - 19:00
EDT 11:30 am - 1:00 pm

RESEARCH & DINNER BREAK
Team/Individual Work

CEST 19:00 - 20:00
EDT 1:00 pm - 2:00 pm

OCUTRAP FOUNDER’S SESSION
Discussion
Chris Kauzmann

Wednesday – August 11, 2021

LIVE CASE: MODEL EXPLANATION Discussion/Demo
Chris Kauzmann

CEST 10:00 - 11:00
EDT 4:00 am - 5:00 am

LIVE CASE WORK BLOCK
Team/Individual Work

CEST 11:00 - 12:30
EDT 5:00 am - 1:00 pm

BUSINESS MODEL CANVAS
Chris Kauzmann

PERSUASIVE COMMUNICATIONS
Presenting & Pitching

CEST 19:00 - 20:00
EDT 1:00 pm - 2:00 pm

FRIDAY – AUGUST 13, 2021

THIRSTY THURSDAY
Optional Virtual Social Gathering

Thursday – August 12, 2021

LIVE CASE WORK BLOCK
BMC AND PITCH DEVELOPMENT
Team/Individual Work

CEST 10:00 - 15:00
EDT 4:00 am - 10:00 am

LIVE CASE SHARE OUTS AND FEEDBACK
Graham Patterson, Brian Quispe, Founders, OcuTrap

CEST 15:00 - 16:30
EDT 9:00 am - 10:30 am

ENTREPRENEURIAL LEADERSHIP FOR GLOBAL IMPACT
Discussion
Kira Mendez, Iacocca Institute at Lehigh University

Friday – August 13, 2021

CULTURAL ACTIVITIES DAY

CEST 16:00 - 17:00
EDT 10:00 am - 11:00 am

TENEMENT MUSEUM
The Moore Family

CEST 17:00 - 18:00
EDT 11:00 am - 12:00 pm

TRF 2021 COOKOUT
Long Do Hoang
Communications Officer, University Alliance Ruhr
### Program Week 3

#### AUGUST 16-20, 2021

**ENTREPRENEURSHIP & INNOVATION WEEK**

**Monday − August 16, 2021**

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| 15:00 − 16:00 | **WORKSHOP**  
Resume Optimization  
Matthew Allen, Director, GACC |                                | Bryant Park, New York City                  |
| 16:00 − 17:00 | **BREAK**                                                                 |                                              |                                                |
| 17:00 − 18:00 | **WORKSHOP**  
Start-up Career Path  
Thomas Menzefricke,  
Vice President of Business Development and Strategy,  
FlexIt Fitness |                                | Bryant Park, New York City                  |
| 18:00 − 19:00 | **COMPANY PROFILE**  
One Earth Rising (Start-up)  
Jan Roessner,  
Founder, One Earth Rising |                                | Bryant Park, New York City                  |
| 19:00 − 21:00 | **TALK**  
The Art & Science of Innovation & Entrepreneurship  
Charles H. Matthews, PhD,  
Distinguished Teaching Professor of Entrepreneurship and Strategy,  
University of Cincinnati |                                | Bryant Park, New York City                  |

**Tuesday − August 17, 2021**

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| 15:00 − 16:30 | **TALK**  
Entrepreneurship  
Kurt Becker,  
Vice Dean for Research, Innovation, and Entrepreneurship,  
NYU Tandon School of Engineering |                                | Bryant Park, New York City                  |
| 16:30 − 17:00 | **BREAK**                                                                 |                                              |                                                |
| 17:00 − 18:00 | **COMPANY PROFILE**  
Reecia  
Maria Grimmens,  
Managing Partner, Reecia |                                | Bryant Park, New York City                  |
| 18:00 − 19:00 | **TALK**  
Transatlantic Relations: Corporate Development  
Viola Meyerweissflog,  
Senior Manager, Consulting & Corporate Development,  
AHK Washington |                                | Bryant Park, New York City                  |

**Wednesday − August 18, 2021**

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| 15:00 − 16:30 | **START-UP PRESENTATION**  
Ifesca  
Marco Gittmann,  
Managing Partner, Ifesca |                                | Bryant Park, New York City                  |
| 16:30 − 17:00 | **BREAK**                                                                 |                                              |                                                |
| 17:00 − 18:00 | **TRANSATLANTIC RELATIONS**  
Corporate Development  
Viola Meyerweissflog,  
Senior Manager, Consulting & Corporate Development,  
AHK Washington |                                | Bryant Park, New York City                  |

**Thursday − August 19, 2021**

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| 15:00 − 16:00 | **COMPANY PROFILE**  
BMW  
Mirja Hoffmann,  
Associate HR Business Partner,  
BMW AG |                                | Bryant Park, New York City                  |
| 16:00 − 16:30 | **BREAK**                                                                 |                                              |                                                |
| 16:30 − 18:30 | **ELEVATOR PITCH**  
Practice your Elevator Pitch  
Cindy Klarwasser,  
GACC |                                | Bryant Park, New York City                  |

**Friday − August 20, 2021**

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| 15:00 − 16:00 | **GERMAN ACCELERATOR**  
Virtual Tour  
Christian Buch,  
Managing Partner,  
German Accelerator |                                | Bryant Park, New York City                  |
| 16:30 − 17:00 | **BREAK**                                                                 |                                              |                                                |
| 17:00 − 18:00 | **ELEVATOR PITCH**  
Practice your Elevator Pitch  
Cindy Klarwasser,  
GACC |                                | Bryant Park, New York City                  |
| 18:00 − 19:00 | **FAREWELL**                                                                 |                                              |                                                |
Participants

Tinatin Davitashvili
is a student in M.A. Social Science with a focus on international relations and politics at Ruhr University Bochum. She completed her B.A. degree in sociology with a minor in psychology in Georgia, where she was born and grew up. In addition to her international focus, she is passionate about foreign cultures, having spent several exchange trips to Germany and the U.S., as well as professional work in international foundations in the field of politics, peace, and conflict- and migration studies. She has a particular interest in foreign cultures and learning how to adapt to new circumstances. Her hobbies include outdoor activities, sports and travelling. Tinatin also volunteers for different social causes. Right now, she is a student volunteer at the International Office of the Ruhr University Bochum and supports exchange students with social and administrative challenges.

Caroline Hoyer
is enrolled in the master’s program in economics at TU Dortmund University where she is in her final semester. Her focus lies on management and organizations with a strength in marketing. During her studies, Caroline has gained work experience in global HR management and digital marketing. She was also engaged in the student organization AIESEC which promotes intercultural understanding by providing global volunteering projects. Caroline is interested in experiencing other cultures and learning how to adapt to new circumstances. That is also why she decided to spend an Erasmus semester in Portugal. As an undergraduate she also completed an abroad Marketing internship at Cyberskart in Indonesia. Afterwards, Dalida gained some additional professional experience at RWE Power AG where she supported the Development & Management team as a working student. Dalida currently serves as Vice President of the volunteering organization AIESEC. As a part of the executive board of that volunteering organization, she is working on implementing sustainable development goals and intercultural exchange in the Ruhr area.

Dalida Licina
is in her final semester of her master’s degree in economics at the Technical University Dortmund while she is also completing her exchange semester at the University of Algarve in Portugal. As an undergraduate she also completed an abroad Marketing internship at CyberSkt in Indonesia. Afterwards, Dalida gained some additional professional experience at RWE Power AG where she supported the Development & Management team as a working student. Dalida currently serves as Vice President of the volunteering organization AIESEC. As a part of the executive board of that volunteering organization, she is working on implementing sustainable development goals and intercultural exchange in the Ruhr area.

Andreas Palik
After his bachelor’s degree in political science and media studies at the University of Düsseldorf, Andreas is currently in his master’s degree in socioeconomics at the University of Duisburg-Essen. Besides his studies, he was able to gain some experience in different newsrooms and completed an internship in Brussels. He is currently working as a political journalist for the Westdeutscher Rundfunk. His goal is to become a full-time political journalist. He is particularly interested in EU politics and its transatlantic relationships. He hopes to acquire intercultural skills, as well as knowledge on the economy to help him better classify topics for his coverage.
Participants (continued)

Linda Pannhausen is in her final BA year of Communications and Anglophone Studies at the University of Duisburg-Essen. By exploring various career options, she worked in advertising and corporate communications. Currently, Linda is part of the HR strategy team at thyssenkrupp elevator and works on development projects with colleagues worldwide. Linda is convinced, that an international and creative environment with dedicated people from all walks of life is essential for her professional and personal growth. She wants to build a career in organization & leadership strategy and wants to build diversity and gender equality across all levels. Linda is also a freelance songwriter and loves modern art, dancing and true crime.

Milad Parhamfar finished his bachelor’s degree in Chemical Engineering in Iran and then, as a DAAD scholarship holder, came to Germany to continue his education in M.Sc Water Science at Duisburg-Essen University. Thereafter he decided to pursue his goals in Management and Technology of Water and Wastewater at the Duisburg-Essen University. He gained work experience in an R&D team of a petrochemical company in Iran and Germany. The title of his master’s thesis was: Improvement of UF membranes with enhanced antifouling properties using hydrophilic polymeric additives. Music is Milad’s passion and usually, he is playing Piano or Guitar in his leisure time.

Abdur Rehman studies in the master’s program Automation and Robotics (Electrical Engineering and IT) at TU Dortmund University. His primary areas of interest include process automation and data analysis. Passionate about intercultural exchange, Abdur joined the Global UGRAD program and got the chance to spend a semester at the University of Southern Indiana, USA. Having been selected as a Transatlantic Ruhr Fellow, he is excited to use this experience to evolve personally and professionally. In his free time, Abdur likes to be outdoors in nature and playing sports.

Philipp Schulz is a graduate student at the University of Duisburg-Essen. His field of study is Automation and Safety with a focus in Control Engineering. He obtained intercultural experience as an undergraduate in the U.S., where he completed his studies with an exchange program at Florida International University. Beyond his academic studies, he gained practical experience at Audi AG. There, he worked in technical development, as part of the project lead team for driving assistance and autonomous driving technology. Philipp enjoys traveling and is passionate about international exchange. His research interests include the development and implementation of autonomous systems.
Participants (continued)

Tobias Wirtz

is in the final stages of his master’s program philosophy and political science at TU Dortmund. He gained practical experience in various fields, such as the Bertelsmann Foundation, European Parliament, the KfW development bank in the financial development cooperation sector, and a think tank for climate and energy policy. As these fields are strongly tied to working in an international context as well as founding new projects with innovative ideas, the TRF adds some valuable knowledge to his previous experiences. Adding to this, his research for the last steps of his master’s covers the area of economic ethics, which is one more connecting factor to the TRF.

Merle Marie Wittig

studies Cultural Studies and Business Administration with a focus on English at the University of Duisburg-Essen. This degree combines her previous banking apprenticeship with her interest in different cultures. Merle believes that getting to know a culture you require to immerse in it. To gain international experience, she spent a semester abroad in the United Kingdom and worked as an au pair in the United States and China. Besides her studies, Merle works as a Meeting Leader at Cultural Care Au Pair. In her free time she enjoys archery, roller skating, and lacrosse.

Wei Fang Wu

is enrolled in the master’s program Management at the Ruhr-University Bochum. After her internship at Deloitte, she is now working at RWE Technology International where she is expanding her experience in Business Development and Market. As an undergraduate, Wei Fang gained intercultural experience by participating in a summer school at the Tongji-University in Shanghai, China. Having a passion in intercultural exchange, she also travelled different parts of Asia, United Kingdom and Europe. Her time abroad inspired her to broaden her horizon and connect with people from various cultural backgrounds. Wei Fang volunteers for the student initiative bonding. She also enjoys reading, doing acrylic/oil painting, spending time with friends, and yoga.

Tobias Wirtz

Merle Marie Wittig

Wei Fang Wu

Alina Wolski

holds both a Bachelor of Arts in General and Comparative Literature and History from the Ruhr University Bochum and a Bachelor of Laws in German and French Economic Law from the Universities of Bochum and Tours in France where she also spent an academic year in addition to her PhD-studies in literature and law in Bochum, she is preparing for the legal state examination. Internships took her to the ZDF foreign studio in Warsaw and to the German embassy in Kazakhstan, where she was able to deepen her enthusiasm for languages, different cultures and international world affairs.

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Merle Marie Wittig

Alina Wolski

Wei Fang Wu

Tobias Wirtz

Merle Marie Wittig

Alina Wolski

 Wei Fang Wu
We would like to thank our partner companies and organizations for their support in providing our students with the opportunity to gain valuable hands-on experience in a range of industries in the Tri-State area.

The German American Chamber of Commerce, Inc. in New York (GACC NY) was established more than 70 years ago as an impartial promoter of commerce between Germany and the U.S. The GACC NY, together with its chapters in Philadelphia and Pittsburgh, has distinguished itself as an innovative and relevant service provider as well as a valuable partner in German-American business inquiries. The German American Chambers of Commerce in Atlanta, Chicago and New York, as well as the Representative of German Business in San Francisco, collaborate under the umbrella AHK USA. With more than 2,500 member companies and an extensive national and international business network, AHK USA offers a broad spectrum of activities and services. Comprised of a highly qualified and dedicated team of professionals, the GACCs support companies by facilitating market entry & business development, legal services, intern visas, recruitment and start-up guidance.

The Baker Institute for Entrepreneurship, Creativity & Innovation is Lehigh University’s premier organization dedicated to the advancement of entrepreneurial education for the entire university community. The Baker Institute provides authentic opportunities for Lehigh students from every discipline to deeply engage in the entrepreneurial process. In the course of an average year, its programming reaches thousands of students and alumni from the South Mountains of Pennsylvania to the Silicon Valley of California. The Baker Institute’s network of students, faculty and alumni is inclusive, diverse and dedicated to inspiring and educating the next generation of entrepreneurial thinkers.

www.gaccny.com
www.lehighbakerinstitute.com
www.daad.org

Since DAAD was founded in 1925, more than 1.9 million scholars in Germany and abroad have received DAAD funding. DAAD is a registered association and its members are German institutions of higher education and student bodies. Its activities go far beyond simply awarding grants and scholarships. DAAD supports the internationalization of German universities, promotes German studies and the German language abroad, assists developing countries in establishing effective governance and advice on matters of cultural, education and development policy.

This program was made possible in part by the generous support of the German Academic Exchange Service DAAD.