

UNIVERSITY ALLIANCE RUHR



Transatlantic Ruhr Fellowship Program

August 1 - September 25, 2022





Hudson Yards

Dear Transatlantic Ruhr Fellows Class of 2022,

I am delighted to welcome you to the fellowship in person after two years. In a “post-covid” world (if I may already use this phrase), the future of work has arrived faster than what we may have anticipated. Our challenges have exponentially multiplied, and we are faced with having to adapt to an evolving digital economy. Individuals, public & private entities, governments, employees, and employers are living with rapidly transforming digital behaviors and technological changes such as remote working-learning, telemedicine, and drone deliveries.

This year our program will spotlight the importance of constantly developing your individual professional skills and the entrepreneurial mindset required, against this backdrop of societal digital consumption. You will have the unique opportunity to meet with experts in our region who will provide a framework of insights to fine tune your transatlantic viewpoint; and participate in cultural activities that will offer you a different lens view to our region. Along with the above, it is the goal of our fellowship program to enable you to utilize this time to build your own international community.

We are at a milestone juncture in time where the fabric of how we live, work, and connect has fundamentally shifted. It is with this overarching view that you are invited to spend 8-weeks in the Northeast Corridor, which is one of the largest megalopolises in the United States, in terms of population and economic output. As history has shown, choices made during and after a crisis shape the world for decades to come. We strongly hope that during your time here, you will see the critical need for collective action, building multilateral partnerships, fostering community, enabling inclusive growth, and finding innovative and sustainable tools that empower and enrich communities.

We are much stronger together!

With that, I would like to once again welcome you to your 2022 Transatlantic Ruhr Fellowship! #TRF2022


Priya S. Nayar



Priya S. Nayar
Executive Director
UA Ruhr New York



RUHR
UNIVERSITÄT
BOCHUM

RUB



tu technische universität
dortmund



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University Alliance Ruhr

The academic hub for research, teaching, studying, and networking in Germany's vibrant Ruhr area

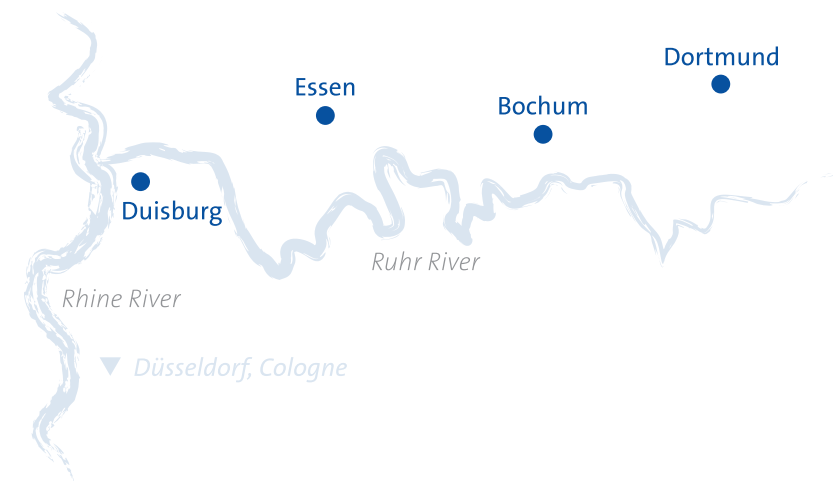
The University Alliance Ruhr is an alliance between Ruhr University Bochum, TU Dortmund University, and the University of Duisburg-Essen, the three largest universities in Germany's thriving Ruhr area. Each of our institutions has a strong tradition of breaking down walls between disciplines. We believe 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!





Brooklyn

Program Focus Topics

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. We will also cover communication boundaries, such as geographic, cultural, and technological.

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. We will discuss best practices and personal experiences as perspectives have evolved in Germany and the U.S.

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. We will consider how company leaders balance risk and opportunity in changing environments and multinational markets.

Practice

We will learn-by-doing in the internship portion of your fellowship. You will have the unique opportunity to practice the skills you have learned and put it to test in your specific work environment. Soft skills and people relations are further developed in these professional contexts.

Who's Who?

GERMAN AMERICAN CHAMBER OF COMMERCE



Sandy Jones
Senior Manager, Careers & Education, Alternate Responsible Officer, Exchange Visitor Program



David Tarsha
Project Manager, Careers & Education



Cindy Klarwasser
Senior Manager, Careers & Education

LEHIGH UNIVERSITY



Lisa Getzler
Executive Director, Baker Institute for Entrepreneurship, Creativity & Innovation



Renée Baran
Innovation Programs Manager, Baker Institute for Entrepreneurship, Creativity & Innovation



Kira Mendez
Director, Iacocca Institute



Carrie Duncan
Program Director, Iacocca Institute



Rose Cortorreal
Coordinator, Iacocca Institute



Mike Schaefer
Associate Director, Iacocca Institute

SPEAKERS



Joann Halpern
Director, Hasso Plattner Institute, New York, Adjunct Professor of International Education, New York University



Björn Technau
Program Manager, Banyan Impact Fellowship, American India Foundation

GERMAN ACADEMIC EXCHANGE SERVICE



Benedikt Brisch
Director, DAAD Regional Office New York
Director, German Center for Research and Innovation (DWIH)



Jan Lüdert
Head of Programs, German Center for Research and Innovation (DWIH)

UNIVERSITY ALLIANCE RUHR



Priya S. Nayar
Executive Director



Kira Heetpass
Research Assistant (internship)



Midtown Manhattan

Program Schedule

For detailed information about the schedule and programs, please check out our web page:

<https://uaRuhr Fellowships.org/trf2022schedule/>



Little Island, Manhattan

Transatlantic Ruhr Fellows 2022



Mariana Bittermann



Sven Borgschulze

Mariana Bittermann

is a German-Brazilian Master student of Philosophy and Political Science. Driven by her passion for foreign languages and other cultures, she has lived and studied in Spain and Portugal and participated in academic excursions to Peru and Indonesia. She gained practical experience as a research assistant and tutor at her study department of TU Dortmund University and project coordinator of “Let’s Talk”, an initiative that offers support to the LGBTIQ community in Dortmund. she has also worked as a freelance journalist and creative writing teacher. When Mariana is not busy with volunteering, she enjoys hiking, photography, and literature.

Sven Borgschulze

is a student in the master’s program Cultural Analysis and Cultural Intermediation with a focus on art science. His bachelor’s degree is in teaching in secondary schools with the subjects English and Arts. Throughout his professional career he has gained experience through internships and employments, for example at an EF Language School in Eastbourne, England and the Equality Office of the TU Dortmund. He currently works at the Campus Stadt, which is the exhibition space of his university, in the Dortmunder U, the city’s cultural center. He is very excited about the opportunity to gain professional experience in the United States of America.



Silas Fischer



Leonie Gimbel



Eugen Mangazeev



Niklas Mergner

Silas Fischer

is in his final year of his M.Sc. program in Industrial Engineering at TU Dortmund. He lived and worked as a volunteer in Mexico for a year before starting his studies. He still feels strongly connected to Mexican culture, which is why he serves in the board of a non-profit organization dedicated to cultural exchange with Mexico. During his studies, he was able to gain a wide range of practical experience. Most recently, he worked as a visiting consultant at Deutsche Bahn's management consultancy. Silas is a passionate soccer player, enjoys hiking, and loves learning about new cultures and places.

Leonie Gimbel

is in the last year of her B.Sc. studies in Business and Economics at TU Dortmund University. She spent a semester abroad in Athens and worked in the International Office of her uni to support students who are planning to go abroad. Prior to her studies, she gained work experience the FMCG industry, where she supported the German Marketing department in Customer Relationship Management. Leonie had the pleasure to visit NYC during vacation a couple of years ago and is, therefore, excited to have the opportunity to work and live there for the duration of the TRF program. In her free time, she enjoys traveling and exploring new countries and cultures as well as playing tennis and skiing.

Eugen Mangazeev

is in the final year of his master's program Markets and Firms at University of Duisburg-Essen. After gaining international work experience in different audit and valuation companies he found his true passion to be not only about finance and international business, but also about entrepreneurship and innovation. As a venture controller at Crealize GmbH, a company creator and venture capital investor, he is responsible not only for the financial planning and controlling of start-ups, but also for the cash management of the fund. In addition to the topics of start-ups and finance, Eugen is enthusiastic about different cultures, basketball, and classic rock music.

Niklas Mergner

is a student in the Master's program in Business and Economics at TU Dortmund University with a major in Management and Organizations. He is living in Iserlohn and is working in Marketing and Brand Management at a medium sized company in Unna. In addition, he is also a student tutor for Econometrics. After his studies, he will start a job as a Research Assistant at University of Hagen. This will be his first time visiting the United States and he is excited about the fellowship program. Niklas has a passion for travelling and enjoys doing voluntary work for his hometown's soccer club. Sports is a big part of his life, especially playing ice hockey and soccer.

Transatlantic Ruhr Fellows 2022 (continued)



Viet Khanh Nguyen



Mona Rosenberg



Michelle Roskosch



Patrick Ruhland

Viet Khanh Nguyen

is a postgraduate student in Automotive Engineering & Management at the University of Duisburg-Essen. Following his passion for cultural exchange, he enjoys travelling and has already spent a semester abroad in Riga, Latvia. After completing his undergraduate studies, he gained work experience at BOSCH as a young professional, while having previously in his bachelor studies completed various internships in consulting, purchasing and project management. His field of interest lies within automation and data analysis. In his free time, he likes to practice martial arts and is a passionate cook, especially in Asian and Mediterranean cuisine.

Mona Rosenberg

is an English/American Studies and Gender Studies student in the master's program at Ruhr-University Bochum. Her interests lie primarily in the field of Cultural Studies and modern European and North American cultural history and politics. She gained experience in the field of press and public relations and worked as a research assistant at the chair of American Studies. Mona is strongly involved in volunteering, holding political and activist work close to her heart. Therefore, she is active in various student bodies and initiatives at RUB. In her free time, she is passionate about traveling, attending cultural events, and spending quality time with friends.

Michelle Roskosch

Roskosch is an International Relations and Development Policy (MA) student. While ambitiously finalizing her degree at the University of Duisburg-Essen, she is very engaged in student life, particularly helping international students to make themselves a home. New York's tri-state area and the East-Coast became Michelle's second home after completing her bachelors degree in Global and Transnational Sociology with a DAAD scholarship at Lehigh University and spending another year in Washington DC. Her work experiences vary from business development and geoanalytics to global health and international and federal crisis response.

Patrick Ruhland

studies Automotive Engineering and Management in his master's program at University of Duisburg-Essen. As a working student at Aon Germany, he is responsible for customer relationship management. Following his passion for traveling and meeting people from all over the world, Patrick completed a 7-months internship in Brussels at AUDI. During his bachelor's he also gained practical knowledge in digitalization, project management and logistics through various internships. He looks forward to learning about the corporate culture in the US while living in NYC, his #1 city of choice. In his free time, he enjoys doing any kind of sports like biking or skiing.

Transatlantic Ruhr Fellows 2022 *(continued)*



Maximilian Schmidt



Till Schmitz



Frederik Schreiber



Franziska Wyschka

Maximilian Schmidt

is a master's student in work, organizational and business Psychology with a strong interest in statistics and data science. His diverse work experience enabled him to explore career options. The TRF will introduce him to a new entrepreneurial environment and working culture and enhance his profile in business development. Through various stays abroad during high school and university, Max's idea of living and working in different countries has manifested itself. He also values the promotion of cultural understanding and social equality through volunteering. He enjoys cooking, Latin dance events, as well as swimming and working out.

Till Schmitz

is studying Business Administration and Economics in the master's program at the TU Dortmund University. His main areas of interest are entrepreneurship and innovation/ technology management. In the current academic year, he completed one semester in Austria and one in Korea, as well as partaking in Lehigh University's Global Village Program. Till has gained practical experience in the insurance, e-commerce and entertainment industries through various internships. Currently, he is working as a student research assistant at the Technology, Innovation & Entrepreneurship Institute at TU Dortmund University. Furthermore, he loves hiking and skiing in the mountains and learning about new cultures.

Frederik Schreiber

pursues a master's degree in industrial-organizational psychology at Ruhr University Bochum. Originally a professional Judo athlete who trained at the Olympic training center in Cologne as part of the German national team, he had the chance to visit foreign countries as a German representative. Frederik majored in psychology from the University of Cologne. After retiring from professional sports in 2021, he enrolled at the RUB, became project lead at the student management consultancy Campus for Company e.V. and joined the corporate transformation team at RWE to support Germany's energy transition.

Franziska Wyschka

is currently enrolled as a master's student in the Business & Economics program at TU Dortmund University, majoring in Digitalization & Entrepreneurship. Before, she graduated with a bachelor's degree in International Business Administration from the European University Viadrina Frankfurt (Oder). During her bachelor's studies, she spent time abroad at universities in France and South Korea. She also worked as an intern at the German-Polish Chamber of Commerce (Wroclaw, Poland), BMW Group (Munich, Germany), and BMW India (Delhi, India). She gained further work experience in a consulting firm in Dublin, Ireland. Franziska is passionate about international exchange and enjoys good food, hiking, and backpacking.

Partners (in alphabetical order)

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 American India Foundation is committed to improving the lives of India's underprivileged, with a special focus on women, children, and youth. AIF does this through high impact interventions in education, health, and livelihoods, because poverty is multidimensional. AIF's unique value proposition is its broad engagement between communities, civil society, and expertise, thereby building a lasting bridge between the United States and India. With offices in New York and California, twelve chapters across the U.S., and India operations headquartered in Delhi NCR, AIF has impacted 12.9 million lives across 26 states of India since 2001.

<https://aif.org>



The mission of the French-American Chambers in the United States is to promote mutual understanding, economic, commercial and financial relations between France and the United States and support the implantation and the development of French Enterprises in the United States.

<https://nationalfacc.org>



The Goethe Institut is a non-profit German cultural association operational worldwide with 159 institutes, promoting the study of the German language and culture abroad, and encouraging international cultural exchange and relations.

<https://www.goethe.de>



Meet the people is a next-generation advertising and consultancy group. They help clients grow and scale through complementary, deep domain expertise—uniting creative, data, production, content, media, design, shopper and retail marketing, and experiential. Not because bigger is better. Because smarter is better.

<https://www.meet-the-people.com>



MyPostcard lets its users send postcards to friends worldwide, personalized with their own photos. Founded by CEO Oliver Kray in 2014, MyPostcard started with the mission of making personal post not just easy, available and affordable, but normal again! Except since then, MyPostcard has become so much more than a postcard with nice photos. They are also a platform for independent artists to share and sell their work, a medium for demanding change and a brand that does more than just care about making the world a better place.

<https://www.mypostcard.com>



The NYC Mayor's Office Civic Engagement Commission was established by the voters of New York City as part of an amendment to the City Charter adopted in 2018. The Commission's mission is to enhance civic participation, promote civic trust, and strengthen democracy in New York City.

<https://www1.nyc.gov/site/civicingagement/index.page>



SAP's strategy is to help every business run as a sustainable intelligent enterprise. As a market leader in enterprise application software, they help companies of all sizes and in all industries run at their best: 87% of the world's total global commerce touches an SAP® system. With a global network of customers, partners, employees, and thought leaders, SAP helps the world run better and improve people's lives.

<https://www.sap.com>



Schott AG is a German multinational glass technology company specializing in the manufacture of glass and glass-ceramics. Headquartered in Mainz, Germany, it is owned by the Carl Zeiss Foundation. The company's founder and namesake, Otto Schott, is credited with the invention of borosilicate glass.

www.us.schott.com

Strategic Partners (in alphabetical order)

We would like to thank our strategic partners for their ongoing support and commitment in providing our students with the opportunity to gain valuable insights in various 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 reliable 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.

www.gaccny.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 universities and advises decision makers on matters of cultural, education and development policy.

www.daad.org



Lehigh University is a research university in Bethlehem, Pennsylvania. The university was established in 1865 and has five colleges - P.C. Rossin College of Engineering and Applied Science, the College of Arts and Sciences, the College of Business, the College of Education, and the College of Health. The Baker Institute is Lehigh University's premier organization dedicated to entrepreneurial thinking, doing, and being across all areas of campus.

www.lehighbakerinstitute.com



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. The Iacocca Institute leads innovative programs that combine immersion in an extremely diverse living community with learning experiences in entrepreneurship, leadership and more.



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