

UNIVERSITY ALLIANCE RUHR



Transatlantic Ruhr Fellowship Program

July 24 - September 17, 2023





Dear Transatlantic Ruhr Fellows Class of 2023,

I am thrilled to extend a warm welcome to you as we gather for the Transatlantic Ruhr Fellowship Program in 2023. It brings me great joy to welcome you in person and embark on a transformative journey at this pivotal moment of your professional pathways.

The global landscape of work continues to evolve at an unprecedented pace, requiring us to adapt to the challenges and opportunities presented. Individuals, organizations, governments, and societies are navigating rapidly transforming behaviors and technological advancements, such as remote working and learning, telemedicine, and artificial intelligence.

Against this backdrop of societal consumption, this year's fellowship program will shine a

spotlight on the importance of continuously developing your professional skills and cultivating an entrepreneurial mindset. We recognize the critical need to fine-tune your transatlantic viewpoint and equip you with valuable insights. Throughout the program, you will have the unique opportunity to engage with regional experts who will provide a framework for navigating this dynamic landscape. Additionally, immersive cultural activities will offer you a different lens through which to view our region and its rich diversity.

It is our goal to empower you to build your own international community during this fellowship. By fostering connections and collaborations with like-minded individuals, you will have the opportunity to create lasting relationships

and exchange knowledge that transcends borders. We find ourselves at a milestone juncture in history, where the fabric of how we live, work, and connect has fundamentally shifted. As choices made during and after a crisis shape the world for decades to come, we strongly believe in the power of collective action, building multilateral partnerships, fostering community, enabling inclusive growth, and finding innovative and sustainable solutions that empower and enrich communities.

It is with this overarching view that we invite you to spend eight weeks in the vibrant Northeast Corridor, one of the largest megalopolises in the United States in terms of population and economic output. We hope that during your time here,

you will witness the critical need for collaboration and the transformative potential that arises when diverse perspectives come together.

With great enthusiasm, I once again extend my warmest welcome to the 2023 Transatlantic Ruhr Fellowship Program. All the best to you on this extraordinary journey of personal growth, cross-cultural exchange, and collective impact!



Priya S. Nayar



Priya S. Nayar
Executive Director
UA Ruhr New York



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University Alliance Ruhr

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

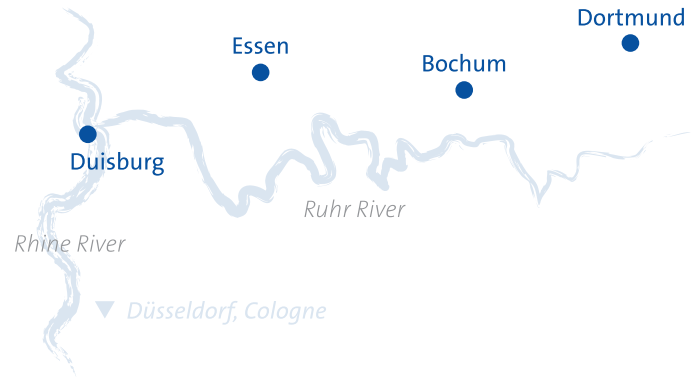
The University Alliance Ruhr is an alliance between Ruhr University Bochum, TU Dortmund University, and the University of Duisburg-Essen, the three largest universities in Germany's thriving Ruhr area. Each of our institutions has a strong tradition of breaking down walls between disciplines. We believe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

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!





Program

Innovation, Leadership and Entrepreneurial Mindset

During the course of this program, fellows will learn about the entrepreneurial mindset and how to discover, assess and further develop their strengths. Among these strengths will be a focus on leadership skills and qualities that best fit each student's unique experience and personality. We will learn how to define a problem, work on how to generate innovative and creative ideas and practice pitching them by connecting with other entrepreneurs and discussing with them what it takes to translate ideas into businesses and ventures that can reach global impact.

Focus Topics

Networking and Communication

Having a strong professional network is becoming more important than ever, especially in an entrepreneurial context. We will learn communication and networking skills in theory and then put them to the test in the Tri-State area. Building sustainable and lasting networks is one of the greatest outcomes of this program. Part of the skillsets to achieve this is effective communication. We will cover effective business communication that ensures everyone is consistently working toward common goals as well as differences in professional communication, 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. We will discuss strategies and gain insight into how organizations decide what technologies to concentrate on for the need of innovation for products and services and how the market will receive such changes. Comparing aspects of the German and American markets will further demonstrate how companies address the need to adapt to the demands between transatlantic 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. The topic of diversity has different approaches in Germany and the U.S., and we will discuss best practices and personal experiences as perspectives have evolved in both countries.

Organizational Management

As businesses grow, the complexity of operations requires careful and intentional leadership in order to compete effectively.

Managers can implement various strategies to address challenges as they arise. A culture of continuous improvement can position a company to respond flexibly 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

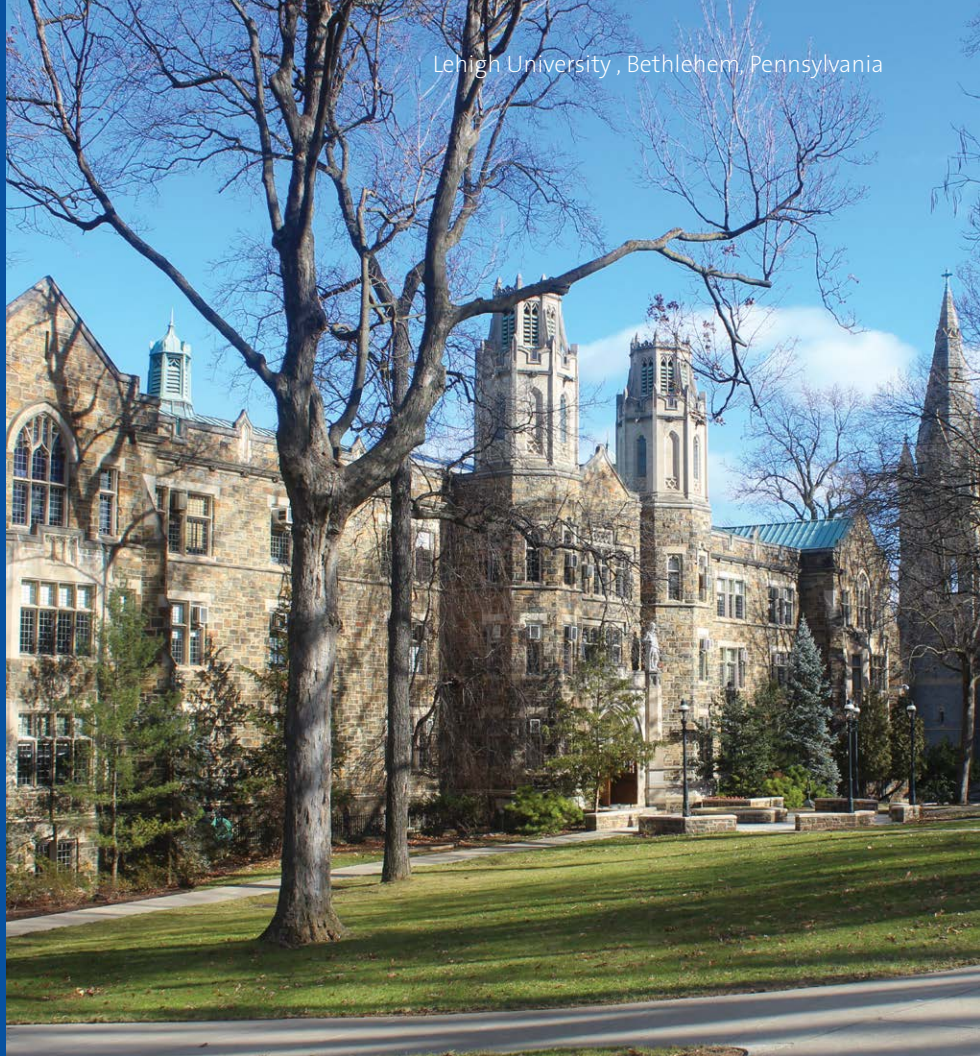
The fellows will apply their skills, both newly acquired and already established, in the internship portion of the fellowship. In your specific work environments, you will gain unique experience and establish professional rapport in your area of expertise. Soft skills and professional networks will be further developed in these business contexts.

Program Schedule

Lehigh University, Bethlehem, Pennsylvania

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

<https://uaruhrfellowships.org/trf2023schedule/>



Transatlantic Ruhr Fellows 2023



Annika Beckmann



Carlotta Behle

Annika Beckmann

is in the final year of her Master's program in Psychology, specializing in Work, Organizational, and Business Psychology at Ruhr University Bochum. She gained her initial experiences abroad through soccer tournaments in Spain, France, and Denmark. Since beginning her master's program, she has been actively involved in the student consultancy Campus for Company e.V. She is particularly interested in aptitude diagnostics. As a working student at a consultancy specializing in management diagnostics, she has the chance to observe and interact with managers of well-known companies. She highly values the opportunity to gain new insights and skills in New York City. In her free time, she enjoys being outdoors and working out.

Carlotta Behle

is in the final year of her Master's program in International Relations and Development at the University of Duisburg-Essen. Following her interest in intercultural exchange she has already spent two years abroad and absorbed several work experiences in the field of international projects. She is a very active student and likes to plan educational and cultural activities for the student committee. After her degree she plans to work in the field of political education to empower young people to engage themselves in political processes. She likes gardening and spending time with her dog and her family in her leisure time.

Transatlantic Ruhr Fellows 2023 *(continued)*



Edda Brenscheidt



Sonja Frerich



Annika Hesse



Julian Marx

Edda Brenscheidt

is a student in the Master's program business psychology at Ruhr University Bochum. During her bachelor's degree she worked at the university and gained further practical insights in internships and practical projects. Driven by her interest in challenges, she moved to Hamburg after her major and gained a wide range of work experience at Gruner+Jahr and Zeitverlag. Besides working and studying, she currently volunteers as a mentor to provide international students guidance to find their way in a foreign environment. Since Edda is highly interested in getting to know different cultures and people, she will expand her academic knowledge at the University of Sevilla, Spain, in 2024. In her free time, she enjoys doing sports, drawing and exploring new countries.

Sonja Frerich

is pursuing a Master's degree in Mechanical Engineering with a specialization in Energy and Process Technologies at Ruhr University Bochum. Currently, her research and development work at Fraunhofer UMSICHT focuses on material development for fuel cells. She has gained experience collaborating in international teams in the scientific environment and is strongly interested in innovative technologies that have the potential to transform our future way of living. She is passionate about supporting the energy transition and exploring sustainable solutions. Engaged as a volunteer with Engineers Without Borders Germany, she actively contributes to the construction of a prototype windmill for use in developing countries.

Annika Hesse

is a student in the Master's program in Industrial Engineering and Management at TU Dortmund University. She has a bachelor's degree in industrial engineering with a focus on mechanical engineering from the Duale Hochschule Baden-Württemberg. During her study, she gained work experience at a supplier Carcoustics (Leverkusen) on a course on international growth. As a working student at Raith GmbH, she was responsible for optimization projects in the production logistics. Currently she works as a research assistant supporting projects around the topic of data trustees. Annika enjoys doing voluntary work for her soccer club as she values the social community and interaction.

Julian Marx

is an ambitious individual currently in the final year of his Bachelor studies in economics at TU Dortmund University. Prior to embarking on his academic journey, he spent a year living and working in New Zealand and Australia, which broadened his horizons and fueled his passion for entrepreneurship and innovation. During his studies, Julian joined a thriving start-up where he gained valuable experience and now lends his expertise to several small companies, assisting them with their sales efforts. Eager to connect with others, Julian thoroughly enjoys meeting new people and cherishes the company of friends. In addition to his professional pursuits, he indulges in various sports, reveling in the joy they bring to his life.

Transatlantic Ruhr Fellows 2023 *(continued)*



Kai Mohr



Cedrik Pelka



Charlotte Rabsch

Kai Mohr

is currently studying for a master's degree in Work, Organizational and Business Psychology at the Ruhr University Bochum. Previously, he completed a bachelor's degree in public administration as part of a dual study program, followed by a bachelor's degree in business psychology. During his studies, he was able to broaden his experience through an internship at Daimler AG in the area of digitalization and an internship at McKinsey & Company in recruiting. He is looking forward to the opportunity to gain international work experience in the United States of America. In his free time, he enjoys playing various sports, such as field hockey, tennis, soccer and badminton.

Cedrik Pelka

is a Master's student of Philosophy and Political Science at TU Dortmund University. Cedrik is working as a political Journalist for big media outlets with a strong focus on issues such as discrimination, racism and equality. Therefore he tries to get in touch with as many people from different backgrounds as possible: Cedrik has participated in several journalistic exchange programs in Berlin and Moldova, he studied abroad in Bellingham, Washington, worked in Brussels, and organized youth exchanges to Bosnia and Namibia. When he is not working, Cedrik is a passionate soccer referee, helping with public relations and supporting young colleagues by teaching and accompanying them to their first matches.

Charlotte Rabsch

is currently enrolled as a Master's student in the Business & Economics program at TU Dortmund University, majoring in Digitalization & Entrepreneurship. To gain practical experience during her studies, Charlotte works at the Center for Entrepreneurship and Transfer, the Stat-up Center of the TU Dortmund University. In addition, Charlotte was able to gain work experience in the fields of marketing, entrepreneurship and strategy. During her bachelor's degree, Charlotte spent a semester abroad in Madrid and was thus able to gain intercultural experience in the academic context. In her freetime Charlotte loves doing sports and is passionate about getting to know new cultures while 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 German Center for Research and Innovation (DWIH) New York promotes innovation and collaboration by planning and hosting events focused on current, topical issues in science and the humanities and by taking part in conferences, science fairs, and career fairs.

The DWIH New York was established in 2010 to strengthen Germany's reputation as a land of research, science, and innovation by providing a platform for leaders in science, business, tech, and the humanities to engage in transatlantic exchange and collaboration.

<https://www.dwih-newyork.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://www.faccnyc.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/newyork>

LAFAYETTE COLLEGE

Lafayette College is an independent, academically competitive, and diverse in culture and perspective institution founded in March 1826. It offers undergraduate programs on a coeducational, residential campus rich in history and beauty. In an environment that fosters the free exchange of ideas, Lafayette College seeks to nurture the inquiring mind and to integrate intellectual, social, and personal growth.

<https://www.lafayette.edu/>

meet the people

Meet The People is an international group company that has a portfolio of agencies bringing together key marketing services under one umbrella. Headquartered in New York, the group agency is combining solutions from Creative and Design to Strategy, Activation, and Measurement. Backed by Innovatus Capital Partners LLC, MTP is deeply committed to the idea that people are at the core of any organization and drive success, and that advertising works best when clients have access to expertise and deep talent.

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



The NYC Civic Engagement Commission (CEC) was established by the voters of New York City as part of an amendment to the City Charter in 2018. The CEC's mission is to enhance civic participation, promote civic trust, and strengthen democracy in NYC. The CEC works to accomplish this mission through its programming, including: "The People's Money" – NYC's first-ever citywide participatory budgeting process; "DemocracyNYC" – a voter engagement initiative that provides interpreters at election poll sites; supporting Community Boards by providing trainings and resources

www.nyc.gov/cec

to board members; programming and partnerships with other City agencies to increase awareness and access to city services; "The People's Bus" – a retired Corrections vehicle transformed into mobile community center.

Who's who?

GERMAN AMERICAN CHAMBER OF COMMERCE



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

LEHIGH UNIVERSITY



Cheryl Matherly
Vice President and Vice Provost
for International Affairs



Stacy Burger
Director, Global Partnerships and
Strategic Initiatives

UNIVERSITY ALLIANCE RUHR



Priya S. Nayar
Executive Director



Helen Koenig
Intern



Kira Heetpass
Project Assistant



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.



**German American
Chambers of Commerce
Deutsch-Amerikanische
Handelskammern**

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.com



**Deutscher Akademischer Austauschdienst
German Academic Exchange Service**

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.

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

www.daad.org

German language abroad, assists developing countries in establishing effective universities and advises decision makers on matters of cultural, education and development policy.



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.

<https://www.lehigh.edu/>



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