

# Christopher Holfeld

## PERSONAL DETAILS

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*Address* Institute for Innovation Management (IIM)  
Munich School of Management  
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## ACADEMIC QUALIFICATIONS

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**PhD (Doctor oeconomiae publicae – Dr. oec. publ.)** 2017-present  
*Ludwig-Maximilians-Universitaet Munich, Germany*  
Business Administration – Innovation Management  
Stage: dissertation proposal development  
Supervisor: Professor Jelena Spanjol

**Master of Business Research (MBR)** 2018-present  
*Ludwig-Maximilians-Universitaet Munich, Germany*  
Completion expected Spring 2019  
Supervisor: Prof. Dr. Jelena Spanjol

**Master of Science – Information-oriented Business Administration** 2015-2017  
*University of Augsburg, Germany*  
Master Thesis: *My Car My Data - A conjoint analysis of driver-preferences in the Internet-of-things era*  
(Supervisor: Prof. Dr. Daniel Veit)  
Semester abroad (fall 2016): Foreign Trade University, Hanoi, Vietnam

**Bachelor of Science – Business Education & Management** 2010-2014  
*J.W. Goethe University, Frankfurt, Germany*  
Bachelor Thesis: *CEO Compensation and Corporate Strategy*  
(Supervisor: Prof. Dr. Guido Friebel)

## PROFESSIONAL EXPERIENCE

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**Audi AG, Ingolstadt** 2017  
Data Strategy and Analytics

**Daimler AG, Stuttgart** 2017  
Digital Transformation Office – Corporate Strategy

**Watchmaster IPC GmbH, Augsburg/Berlin** 2016  
Business Development and Operations

**Allianz Global Investors GmbH, Frankfurt/Munich** 2015  
Digital Transformation and Business Management

## **RESEARCH INTERESTS**

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Digital innovation  
Open innovation  
Data-rich environments

## **PRESENTATIONS**

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Holfeld, C. (2018, June). *The Practice and Organization of Data Philanthropy: A Taxonomy*. Presented at the Business & Society Seminar, University of Mannheim, Germany

Holfeld, C. (2018, November). Data Sponsorship: Understanding and Leveraging the Mechanism to Spark Innovation (*Best Poster Award*). Presented at the JPIM Research Forum 2018, Chicago, United States

## **SELECTED Ph.D. COURSES**

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Data Crawling  
(Winter term 2017, Prof. Dr. Jörg Claussen, Ludwig-Maximilians-University)

Research in Social Innovation  
(Winter term 2017, Prof. Dr. Jelena Spanjol, Ludwig-Maximilians-Universität München)

Qualitative Empirical Methods  
(Summer term 2018, Prof. Dr. Martin Friesl, Lancaster University)

Quantitative Empirical Methods  
(Summer term 2018, Prof. Dr. Dietmar Harhoff, Max-Planck-Institute for Innovation and Competition)

Partial Least Squares Structural Equation Modeling (PLS-SEM)  
(Summer term 2018, Prof. Dr. Marko Sarstedt, Otto-von-Guericke-Universität Magdeburg)

Leading Digital Innovation by Design  
(Summer term 2018, Prof. Dr. Youngjin Yoo, Case Western Reserve University)

## **TEACHING**

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### **Bachelor Courses**

#### *Managing the Front End of Innovation (tutorial)*

Winter term 2017/18, 2018/19, summer term 2018 - Number of students: approx. 50

Responsibilities: Organizing and giving tutorials, giving and grading examinations

Lecturer evaluation (selection): “The lecturer cares about the learning success of the participants” – score 1.6 (1-fully agree; 5-fully disagree)

#### *Innovating for Organizational, Market, and Societal Impact (seminar)*

Winter term 2017/18, 2018/19 - Number of students: approx. 15

Responsibilities: Instructing students in writing a seminar thesis, supervising and grading students' seminar theses

Lecturer evaluation (selection): “The lecturer cares about the learning success of the

participants” – score 1.1 (1-fully agree; 5-fully disagree)

*Current Challenges in Innovation Management (seminar)*

Summer term 2018 - Number of students: approx. 15

Responsibilities: Instructing students in writing a seminar thesis, supervising and grading students’ seminar theses

Lecturer evaluation (selection): “Discussions were well guided by the seminar leader” – score 1.6 (1-fully agree; 5-fully disagree)

**Master Courses**

*New Products: From Ideas to Markets (tutorial)*

Winter term 2017/18 – co-taught with other institutes - Number of students: approx. 60

Responsibilities: Giving tutorials, grading students’ presentations and final examinations

Lecturer evaluation (selection): “The lecturer cares about the learning success of the participants” – score 2.9 (1-fully agree; 5-fully disagree)

*Innovating for Impact (seminar)*

Summer term 2018 - Number of students: approx. 10

Responsibilities: Instructing students in writing a seminar thesis, supervising and grading students’ seminar theses

Lecturer evaluation (selection): “Discussions were well guided by the seminar leader” – score 1.5 (1-fully agree; 5-fully disagree)

**Final Thesis Supervision**

Supervision of three Bachelor theses by students enrolled in Management

Supervision of one Master theses by students enrolled in Mediainformatics and interaction design

**SKILLS**

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<i>Languages</i>	German (native), English (fluent)
<i>Software</i>	Qualtrics, Sawtooth, STATA, SmartPLS

Last updated: November 29, 2018