

Julian Schirmer

Nationality: German, French
Born: 14.12.1990, Munich
Address: Kidlerstrasse 47, 81371 Munich
E-Mail: julian.schirmer@etu.umontpellier.fr
Mobil: +49 157 85299608



Education

- 12/18 – present **Université de Montpellier**, Montpellier, France
PhD in Information Systems
Research on big data driven business model innovation
- 09/15 – 02/17 **HEC Paris**, Paris, France
M. Sc. in Strategic Management
Grade: 3,91/4 (GPA) (Dean's list #1 student of the master)
Master thesis: ***Reacting to the threat of disruptive innovation enabled through big data***, Grade: 4/4
- 09/11 – 09/15 **University of St. Gallen**, St. Gallen, Switzerland
B. A. HSG in Business Administration
Grade: 5,23/6 (Swiss grading system)
Bachelor thesis: ***Business model innovation and business ecosystem development in India***, Grade: 5,75/6
Exchanges semesters: **Universidad de Belgrano**, Argentina und **ULPGC**, Spain

Professional Experience

- 04/18 **“(Ré)inventez votre business model par le big data”**, book for managers about big data driven business model innovation, publisher: Dunod
Lead author
- Reducing the complexity of big data, explaining the best strategic position, introducing the 11 directions of big data driven business model innovation through 40 use cases, and proving a practical guide to start big data driven business model innovation tomorrow
 - Co-authors are Laurence Lehmann-Ortega (dean of Strategic Management at HEC Paris) and Isabelle Bourdon (professor at Polytech Montpellier)
 - First version published in French, English version planned for 2019
- 07/15 – present **YellowDubmarine**, professional development initiative for unemployed actors to become dubbing actors, Munich, Germany
Cofounder
- Being responsible for all business aspects and decisions, while the second cofounder takes care of the operative training delivery
 - Rapidly growing earning 61.000€ in revenues in 2017, 134.000€ in 2018 and expecting to reach 320.000€ in 2019
- 11/17 – 01/19 **Capgemini Invent**, leading strategy consultancy in digital transformation, Munich, Germany
Consultant in digital strategy & innovation
- Work stream lead to define the target claim handling processes within a business model harmonization project for a global insurance company
 - Developing a framework defining the digital levers for business model innovation for a German automotive company
- 09/16 – 02/17
02/15 – 04/15 **Orange Hills**, leading strategy boutique in Germany for business model innovation, Munich, Germany
Consultant & lecturer
- Establishing a business model innovation program and coaching innovation teams on pilot projects for a global inspection company
 - Developing a “Fleet-Exit-Service” business model for a leading maintenance, repair and overhaul service provider (MRO) for aircrafts
 - Teaching business model innovation on master level at the HHL Leipzig

- 12/14 – 12/15 **ERLS**, consultancy supporting market expansion by adapting the current business model to the new market, Zurich, Switzerland & Bangalore, India
Co-Founder & Partner, full-time Managing Partner (4 months)
 3 Pitches on CEO-level (total value of 230.000 CHF):
- Identifying potential customers in Switzerland for an Indian pharmaceutical contract research company matching their business model
 - Evaluating an Indian gearing parts supplier's business model for acquisition by a Swiss watch manufacturer
- 10/14 – 12/14 **Asia Connect Center**, management consultancy, Bangalore, India
Intern
 Developing a concrete market entry opportunity in India for a global company in cable car production

Extra-curricular activities

- 09/15 – 06/16 **M. Sc. in Strategic Management** at HEC Paris
Student representative
- 09/13 – 11/13 **Manos Verdes**, NGO in Buenos Aires, Argentina
External consultant
 Restructuring the NGO for the integration of the "Liter of Light" project
- 03/12 – 08/13 **Liter of Light Switzerland**, student NGO bringing light to underprivileged households by setting up local micro-entrepreneurship programs
Treasurer und Head of Finance
- Leading the the finance department with a team of 9 students
 - Fundraising 50.000 CHF and acquiring global sponsors
 - Managing projects in Hyderabad, Mumbai and Madrid
- 10/11 – 07/13 **Swiss Red Cross**
German tutor for young immigrants
- 10/10 – 03/11 **Christophorus Schulverein**, school for children with ADHD
Civilian service as assistant teacher

Scholarships/ Awards/ Certificates/ Language skills

- 03/16 „**Digital Transformation**“ certified by AXA and HEC Paris
- 02/16 **Studyka consulting challenge**, 2nd place out of 175 teams, project: *Taxi's G7 strategic response to Uber's market entry in France*
- 04/15 **GMAT**: 720/800
- 09/12 – 08/13 **Dr. Leonard Stolk Fund** stipendium
- 11/10 **GRE** (only quant part): 750/800
- German, French Native
 English, Spanish Fluent

Interests

- Writing Writing on a five-volume novel since the age of 15
- Sport Playing football
- Discovering cultures Lived 10 years outside of Germany (France, Switzerland, Spain, Argentina and India), travelling and learning languages

Munich, February 20th of 2019



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