

# Curriculum Vitae

## Personal information

First name(s) / Surname(s) **Prof. Dr. Gerd Wassenberg**  
Address 52511 Geilenkirchen, Schubertstr. 14, Germany  
Telephone(s) +49 2451 69479  
E-mail(s) gwassenberg@t-online.de  
Nationality German  
Gender Male

## Education

Dates 1974-1979  
Title of qualification awarded PhD  
Principal subjects / occupational skills covered Theoretical base Concept for a New Monetary Policy of the German Federal Reserve  
Name and type of organisation providing education and training Aachen Institute of Applied Sciences  
Dates 1969-1973  
Title of qualification awarded Diploma (Diplom-Kauf-mann)  
Principal subjects / occupational skills covered Economics and business management (scholarship of the Cusanus Foundation).  
Name and type of organisation providing education and training

## Employment history

Dates 1985 - present  
Occupation or position held Member of the advisory board "Research & Technology" for the yearly Hannover Messe  
Main activities and responsibilities Amongst others responsible for the presentation of new technologies (laser technology, nano technology, micro systems technology) in the hall "Research & Technology" and for the further development as self-contained exhibitions.  
Head of the project "Gateway2Innovation – Tech Transfer" (cooperation of Deutsche Messe AG, Fraunhofer Association, DIN German Institute of Standards, EEN European Enterprise Network and others)  
Name of employer Deutsche Messe AG, Hannover  
Type of business or sector  
Dates 2002 – present  
Occupation or position held Member of the Academic Committee of the MBA-Programme "Entrepreneurship" and at the same time lecturer for "Marketing", "Cross-cultural Management", "Corporate Communication", "European Entrepreneurship"  
Main activities and responsibilities  
Name of employer Aachen Institute of Applied Sciences  
Type of business or sector Education

Dates	2003 – present
Occupation or position held	Chairman of Supervisory Boards
Name of employer	High-tech companies
Type of business or sector	renewable energy and laser technology
Dates	2008 - present
Occupation or position held	Senior Advisor
Main activities and responsibilities	Chairman of several “Innovation Forums” in Brazil, Chile, and Argentina.
Name of employer	ICON Institute, Cologne, an Institute for Regional Development
Type of business or sector	
Dates	2009 - present
Occupation or position held	Member
Main activities and responsibilities	Several one-week summer schools for students in Albania, Romania, Bulgaria, Montenegro, Macedonia, Bosnia-Herzegovina, and Germany on innovation management, entrepreneurship, cross-cultural management, technology transfer, and business ethics.
Name of employer	Resita Net-work
Type of business or sector	Education
Dates	2000 - present
Occupation or position held	Visiting Professor
Main activities and responsibilities	Lectures on “Technology Transfer”, “Regional Development”, “Entrepreneurship”, “Business Innovation”, “International Management of SME”, and “Intercultural Communication”.
Name of employer	Various universities in Finland, Holland, Brazil, Romania, Switzerland
Type of business or sector	
Dates	2011 - present
Occupation or position held	Deputy Lecturer
Main activities and responsibilities	Lectures on “Optimization of Business Process”, “Entrepreneurship”, and “Marketing for SME”.
Name of employer	Westphalian University of Applied Sciences Campus Bocholt
Type of business or sector	Education
Dates	2006-2012
Occupation or position held	Deputy lecturer
Main activities and responsibilities	Lectures on “Entrepreneurship”.
Name of employer	University of Duisburg-Essen
Type of business or sector	Education
Dates	2000-2011
Occupation or position held	Endowed chair “Entrepreneurship & Marketing for Small and Medium Sized Enterprises” Additionally: Chairman of the Executive Board of the University’s Institute of Entrepreneurship and Innovation
Main activities and responsibilities	Amongst others: two EU-research projects in the Euregio “Rhein-Waal” together with Dutch universities on “Stimulation of entrepreneurship in a European region”. Stimulation of spin offs founded by professors and students of the university. Involved in the establishment of a private incubator centre in Bocholt “InnoCent GmbH”. Additionally CEO of this centre. Chairman of several national and inter-national conferences on “Entrepreneurship” and “Technology Transfer” (amongst others with Finnish universities and companies, Brazilian universities and companies). Presenter to those conferences amongst others in South Africa and Romania.

Name of employer	Gelsenkirchen University of Applied Sciences (now: Westfälische Hochschule)
Type of business or sector	Education
Dates	2004-2009
Occupation or position held	Chairman and Lecturer
Main activities and responsibilities	Additionally: Chairman of the Academic Committee of the MBA-Programme "Corporate Leadership and Management of Innovation" and at the same time lecturer.
Name of employer	Westphalian University of Applied Sciences
Type of business or sector	Education
Dates	2004-2008
Occupation or position held	President
Main activities and responsibilities	Association of about 140 institutional and personal members. Amongst them large German research institutions on medical technology, bio-technology, and bio-chemistry, hospitals and technological-based companies.
Name of employer	MeTNet NRW (Association of medical technology in North Rhine Westphalia)
Type of business or sector	Medicine / Research
Dates	1992-2000
Occupation or position held	Business Development and Marketing Director
Main activities and responsibilities	Responsible for the setting-up of Enterprises of German speaking countries in Europe and of Italy, Belgium, and the Netherlands. Involved with the new strategy of technology transfer in Ireland.
Name of employer	Industrial Development Agency of Ireland (IDA), Dublin/Düsseldorf
Type of business or sector	
Dates	1990-1993
Occupation or position held	Consultant for Technology Transfer
Main activities and responsibilities	Consultancy on "Technology transfer extending across locations"
Name of employer	Ministry of Higher Education and Research of the state of North Rhine Westphalia
Type of business or sector	Public Sector
Dates	1990-1992
Occupation or position held	CEO
Main activities and responsibilities	Author of the concept for a new structure policy for a rural and coal region with the cooperation of the Aachen universities and with one strategic focus on tourism. Establishment and managing director of two incubator and technology centres.
Name of employer	Agency of Economic Development of the County of Heinsberg GmbH
Type of business or sector	
Dates	1985-1990
Occupation or position held	Consultant to AGIT(Agency of Economic Development in the Aachen region)
Main activities and responsibilities	Involved with the strategy of the recruiting of US companies to the Aachen region. Responsible for the marketing.
Name of employer	AGIT GmbH, Aachen
Type of business or sector	
Dates	1984-1986
Occupation or position held	Spokesman
Main activities and responsibilities	
Name of employer	Aachen University of Applied Sciences
Type of business or sector	

Dates	1982-1988
Occupation or position held	Member of the committee "Marketing for space research"
Main activities and responsibilities	Amongst others responsible for the public relations of the D2-mission in 1985.
Name of employer	Federal Ministry for Education and Science
Type of business or sector	Public Sector
Dates	1982
Occupation or position held	Owner
Main activities and responsibilities	Advanced Training for commercial based activities (target groups: engineers and technicians).
Name of employer	Company for Advanced Training
Type of business or sector	
Dates	1980-1990
Occupation or position held	Spokesman of the university
Main activities and responsibilities	Stimulation of the technology transfer process (improvement of the external bud-get by 250 percents). Significantly involved in the new concept of the Aachen Region "Region of Technology" and in the establishment of one of the first technology centres in Germany. Stimulation of the first spin offs of the RWTH Aachen ("Aixtron", "Head Acoustics", "Parsytec", "Prometec" and others). Responsible for all exhibition activities of the state universities on joint stands on exhibition places like Hannover and others and abroad (Austria, France, Belgium, Soviet Union). Research project for the Federal Ministry of Education and Science "Exhibition activities of universities".
Name of employer	RWTH Aachen University
Type of business or sector	Education
Dates	1973-1980
Occupation or position held	Research assistant and lecturer
Main activities and responsibilities	Head of research projects: - Monetary theory and politics - Market and competition (expertise for Monopoly Commission and Federal Government) Regular lectures
Name of employer	RWTH Aachen University
Type of business or sector	Education
Dates	1967-1969
Occupation or position held	Apprentice
Main activities and responsibilities	Commercial experience
Name of employer	Dresdner Bank AG
Type of business or sector	Banking

## Personal skills and competences

Mother tongue(s) **German**

Other language(s)

Self-assessment  
*European level (\*)*

**English**

**French**

### Understanding

Listening                      Reading

C2 Proficient user    C2 Proficient user

B2 Independent user    B2 Independent user

### Speaking

Spoken interaction    Spoken production

C2 Proficient user    C2 Proficient user

B2 Independent user    B2 Independent user

### Writing

C2 Proficient user

B2 Independent user

<b>Italian</b>	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user	B2	Independent user
<b>Russian</b>	A1	Basic User	A2	Basic User	A1	Basic User	A1	Basic User	A1	Basic User
<b>Portuguese</b>	A1	Basic User	A2	Basic User	A1	Basic User	A1	Basic User	A1	Basic User

(\*) [Common European Framework of Reference \(CEF\) level](#)

Social skills and competences Hobbies: *Literature, Travelling, Sport (Football, for 4 years vice-president for finance of a Bundesliga club)*

## Additional information

### Memberships

- Member of a Lions Club
- Member of the European Foundation of the Aachen Cathedral.
- Since 1985 co-founder and member of the Executive Board of “Association for the Promotion of the Cancer Centre of the Aachen University’s Hospital”
- 1994-2010 Authorized Representative of the Malteser Hilfsdienst in the county of Heinsberg
- Since 2000 president of the local committee “Europa-Union Deutschland” (about 300 members) and vice-president of the Executive Board of the state of North-Rhine Westphalia

### Conference presentations

### Training sessions attended (most relevant)