

Teaching Focus and Evaluations

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HIGHLIGHTS

- Perfect 5.0 of 5.0 teaching and program management rating in Chalmers executive education
- 4.9 of 5.0 rating in an undergraduate course on China business (with one third Chinese students)
- Multiple best-teacher awards or top ratings, across all educational levels (undergraduate to executive)
- Designs and leads executive and graduate programs in China, Europe, Latin America and the U.S.
- Graduated from ITP International Teachers' Program, 2001.
- Supervised 20 Ph.D. and DBA students

TEACHING FOCUS

Innovation & Entrepreneurship: R&D Management, New Product Development, Technology-based Entrepreneurship, Technology Management, Emerging Technologies, Innovation Marketing

International Business: Emerging Markets, China Business, Multinational Enterprises, Cross-Border Innovation

FACULTY POSITIONS

2015 – present	Kaunas University of Technology, Lithuania	Full Professor
2003 – 2007	Tsinghua University, Beijing, China	Associate Professor
2000 – 2003	IMD International, Switzerland	Professor (Assistant Prof.-Level)

VISITING / ADJUNCT / SHORT-TERM / PART-TIME ACADEMIC AFFILIATIONS

2018 – present	Southern Denmark University	Part-Time Full Research Professor
2017 – present	China Center, Technical University Berlin	Visiting Lecturer
2016 – present	University of Sao Paulo (FEA)	Visiting Professor
2015 – 2017	Durham University Business School	Visiting Fellow
2014 – present	Tsinghua University, Center for Tech. Innovation	Visiting Research Professor
2014 – 2015	Skoltech, Moscow	Associate Professor
2010 – present	German Graduate School, Heilbronn	Visiting Professor of Int'l Business
2008 – 2010	Nyenrode Business School, the Netherlands	Visiting Professor

2008 – 2009	Peking University, Beijing, China	Visiting Professor of Strategy
2007 – present	Grenoble School of Management, France	Visiting Research Professor
2006 – present	University of St. Gallen, Switzerland	Adjunct Lecturer of China Business
2005 – 2006	Rutgers University, Rutgers Business School, USA	Adjunct Professor of Strategy
2005 – present	Tongji University, Shanghai, China	Visiting Professor
1998 – 2000	Harvard University, Cambridge, USA	Postdoctoral Visiting Fellow
1994 – 1998	University of St. Gallen, Switzerland	Research Associate, Doctoral Student
1991 – 1993	ETH Zurich, Switzerland	Research Assistant, Computer Science

TEACHING

<u>Area</u>	<u>Course Titles</u>	<u>Institutions</u>
Innovation	New Product Development, Emerging Technologies, Innovation Futures, Innovation Management, SCM and Logistics Innovation, Stage-Gate, Technology Management, Leading Technology Organizations, Creativity Management, Innovation Processes	IMD, Tsinghua, Tongji, Skoltech, GGS, HSG, KTU, Peking-U., USP, Chalmers, U. Zurich, Moscow MSM
Entrepreneurship	Technology Venturing, Technology Marketing, Entrepreneurship, Incubation Management, Product Management, Startup Management	Tongji, Tsinghua, Gothenburg-U., Skoltech, IMD, KTU
Strategy	Strategic Management, International Strategy, Global Innovation, Consulting Management	IMD, Tsinghua, KTU, HSG, Rutgers, CEIBS, Moscow MSM
International Management	Doing Business in China, Management in Asia-Pacific, Management in Japan, International Management	GGS, HSG, Tongji, TU Berlin, Chalmers
Other	Quantitative Research Methods, Qualitative Research Methods, Management of the PhD Process, Software Development, Algorithm Design	Tongji, ETHZ, KTU, Grenoble, USP, EM Lyon

DESCRIPTION OF SAMPLE COURSES

Innovation Management	<p>Innovation cycles, emerging technologies, technology assessment, dominant designs, product architecture, S-curves, path dependency, platforms & modularity, supply chain innovation, creativity management, innovation diffusion, product life cycle, business model innovation, costs of innovation</p> <p>Typical audience: Undergraduate students Course evaluations: 4.2 – 4.8 / 5.0</p>
New Product Development	<p>Stage gate, agile methods, product portfolios, product management, project management, concept identification and evaluation, customer research (VoC),</p>

technical feasibility, product development methods, product design, prototyping, product pricing, ramp-up and commercialization

Typical audience: Master students, MBAs

Course evaluations: 4.2 – 4.8 / 5.0

Technology Venturing

Startup cycles, venture capital, simple venture finance, opportunity identification, team building, business model canvas, pivoting, managing growth, business planning, new business development, product cannibalization, go-to-market strategies, startup pitching (course involves a life student-driven project)

Typical audience: Master students, MBAs

Course evaluations: 4.4 – 4.8 / 5.0

Doing Business in China

Location assessment, market entry options, PESTEL analysis, China business culture, IP management, growing the local footprint, organizational growth and organizational maturity, team management, leadership in China, expat management, HQ-subsidiary relations, competitive assessment – local and foreign, market positioning, product localization

Typical audience: Undergraduate and Master/MBA students, executives

Course evaluations: 4.1 – 5.0 / 5.0

PROGRAMS AND COURSES DELIVERED IN EXECUTIVE EDUCATION

U.S.A.	Cornell, Rutgers, U. Denver, Harvard
Europe	IMD, HSG Univ. St. Gallen, U. Vaasa, Scuola Sant’Anna (U. Pisa), ETH Zurich, GGS Heilbronn, Mannheim Business School, GSB Zurich, Leiden-U., U. Twente, U. Gothenburg, Chalmers, ESC Grenoble, HEC Paris, EM Lyon, U. Zurich
Russia	Moscow School of Management, Skoltech, HSE
China	CEIBS, Tsinghua, Renmin-U., Tongji, Nanjing-U., Jiaotong-U., Fudan, Beihang, CPC China Productivity Center
Latin America	University of Sao Paulo
Prof. Conferences	JFPearson, ISPIM, Jacob Fleming, CIRD
Companies (Select.)	LGE, Microsoft, Nokia, Schott, Finmeccanica, SKF, Nokia, Rockwell Automation, UBS

Program directorship responsibility for Chalmers, Rutgers, IMD, Tongji, Tsinghua, ESC Grenoble, Finmeccanica, GSB Zurich, GGS Heilbronn, KTU, CPC Productivity Center.

KEYNOTES AND PUBLIC SPEECHES

Selected Invited Speeches and Presentations at Universities

- *Rotterdam School of Management* (Rotterdam, 2018), *Moscow School of Management* (Moscow, 2018), *Amsterdam Business School* (Amsterdam, 2016), *HSE* (Moscow, 2014), *CEIBS* (Shanghai, 2013), *MIT* (Boston, 2012), *Nanjing University* (Nanjing, 2012), *CICALICS-Tsinghua University* (Beijing, 2011), *Texas Christian University* (Forth Worth, 2009), *Southern Methodist University* (Dallas, 2009), *Peking*

University (Beijing, 2008), INSEAD (Singapore, 2004), Jiaotong University (Xi'An, 2003), Tsinghua University (Beijing, 2002), National Accounting Institute (Beijing, 2002), Renmin University (Beijing, 2002), Sabanci University (Istanbul, 2001), United Nations University (Maastricht, 1999).

Selected Invited Speeches and Key Note Presentations at Conferences

- *Scalability and Internationalization of Startups* (Panel Talk at SciBiz, Sao Paulo, 2018), *Global Centers of Innovation* (Keynote at AIB-LAT Sao Paulo, 2017), *Global Venturing and Global R&D* (Global Corporate Venture Capital Forum, Sonoma, 2017), *Four Myths of Global Innovation* (ISPIM Budapest, 2015), *The Job of the CTO* (Open Innovation Forum Moscow, 2014), *Eco-Forum* (Guiyang, 2013), *Organizational Maturity in Chinese Innovation* (CEIBS CVC, 2012), *The Future of Academia in China* (NTU Singapore, 2012), *EMNC Innovation* (IFTM-Istanbul, 2011), *What Every CEO Should Know About China* (AOCS, 2010), *Innovating in China – Looking to Capture the Next Breakthrough* (FEI/PDMA, 2009), *Open Innovation in China* (Co-Dev/PDMA, 2009), *Globalization and Innovation* (Orange County Business Council and UC Irvine, 2008), *World Economic Forum* (Dalian, 2007), *International Association for Management of Technology* (Beijing, 2006), *Shenyang Summit* (Shenyang, 2005), *International Forum for Technology Management* (Shanghai, 2003; Istanbul, 2005), *Hamburg Summit* (Hamburg, 2004), *ISMOT* (Hangzhou, 2004 & 2002), *International Symposium for Knowledge and Innovation* (Taichung, 2004), *PRO-VE '03* (Lugano, 2003), *Technology Management Conference* (St. Gallen, 2003), *Perspectives Europe* (Paris, 1998).

Selected Invited Speeches for Public Institutions

- *High School St. Gallen* (St. Gallen, 2018), *World Open Innovation Conference* (Barcelona, 2016), *Austrian Council for Research and Technology* (Vienna, 2015), *AWIC - Australian Embassy* (Shanghai, 2014), *Ivey Center for International Health* (Toronto, 2013), *EIRMA* (Warsaw, 2013), *Confucius Institute* (Pisa, 2012), *TCT Forum* (Beijing, 2011), *ICT Innovation in China* (EU, Brussels, 2011), *Chinese Academy of Science and Technology Management* (Shanghai, 2010), *IP and R&D in China* (Max Planck-Gesellschaft in Munich, 2008), *Going Global* (VTT in Helsinki, 2006), *OECD* (Paris & Chongqing, 2006), *Industrial Research Institute – IRI* (Beijing, 2005), *China Productivity Center* (Taipei, 2005-2007), *European Industrial Research Management Association - EIRMA* (Paris, 2008; Nice, 2005), *Trade and Investment Forum* (Nanjing, 2005), *UNCTAD Expert Meeting* (Geneva, 2005), *Danish Ministry of Business and Economic Affairs* (Copenhagen, 2002), *IFRI* (Paris, 2001 & 2006), *Swiss Science & Technology Consulate* (Cambridge, 2000).

Selected Invited Speeches and Workshops for Corporations

- *DLA Piper* (Palo Alto, 2018), *UBS* (Wolfsberg, 2017), *Rosatom* (Moscow, 2016), *Doosan* (Seoul, 2015), *Siemens* (Beijing, 2014), *Goodbaby* (Kunshan, 2013), *SKF* (Shanghai, 2011), *Plansee* (Xiamen, 2011), *Goodbaby* (Tokyo, 2010), *CA* (Boston, 2009), *Nokia* (Beijing, Helsinki, 2006), *UPM Kymmene* (Beijing, 2006), *Samsung (SERI)* (Seoul, 2006), *Dow Chemical* (Beijing, 2005), *France Telecom* (Beijing, 2005), *Microsoft* (Shanghai, 2005), *McKinsey & Co.* (Shanghai, 2005), *Project Management Institute* (Istanbul, 2001), *Rockwell Automation* (Cleveland, 2000), *SwissCom Corporate Technology* (Bern, 1998).

FORMER DOCTORAL STUDENTS NOW IN ACADEMIA

(8)

Student	Degree University & Current Position	Years Advised	Role
Ursula Koners	Cranfield School of Management	2000 – 2002	Advisor

Jun Jin	Director, Family Business Inst., Zeppelin University University of St. Gallen	2002 – 2005	Co-Director
Serena Rovai	Assoc. Professor, Zhejiang University ESC Grenoble	2005 – 2007	Co-Director
Marc-M. Bergfeld	Professor, ESC La Rochelle Manchester University	2005 – 2008	Co-Director
Celine Perea	Professor of Entrepreneurship, Munich Business School University of Savoie	2010 – 2013	Co-Director
Simon Jang	Assistant Professor, IAE Grenoble ESC Grenoble – Tongji University	2009 – 2014	Director
Roman Teplov	Assistant Professor, Cardiff University Lappeenranta University of Technology	2013 – 2018	Opponent
Vytaute Dlugoborskyte	Postdoc Kaunas University of Technology	2013 – 2018	Director
	Postdoc at Technical University Hamburg		

FORMER DOCTORAL STUDENTS NOW IN INDUSTRY

(13)

Student	Degree University & Current Position	Years Advised	Role
Dana Ceausoglu	Swiss Federal Institute of Technology Independent Investment Management Professional	2001 – 2004	Co-Director
Manuel Zollikofer	University of Geneva COO, Deltavista Ltd.	2001 – 2005	Co-Director
Berislav Gaso	University of St. Gallen Assoc. Partner, McKinsey & Partners	2003 – 2005	Co-Director
Deependra Moitra	RSM, Erasmus University DM Consulting Partner	2005 – 2008	Advisor
Ralph Esther	ESC Grenoble – Tongji University Partner, Dröge & Co.	2005 – 2010	Co-Director
Leif Goeritz	University of St. Gallen Senior Manager, Boston Consulting Group	2006 – 2011	Co-Director
Andy Zhu	ESC Grenoble – Tongji University COO, GoodBaby Ltd.	2008 – 2011	Director
Elvire Meier-Comte	University of Potsdam Siemens CTO Office	2010 – 2012	Co-Director
Tsongda Chou	ESC Grenoble - Tsinghua University Vice President Quality, Otis Elevator China	2010 – 2014	Co-Director
Joe Lee	University of Newcastle Internet and Telecom CEO	2011 – 2013	External Ref.
Patrick Juenemann	University of St. Gallen Manager, AT Kearney	2011 – 2014	Co-Director
Anita Aufrecht	GGG Heilbronn Research Associate	2015 – 2016	Co-Director
Florian Homann	University of St. Gallen Consultant, McKinsey & Co.	2015 – 2017	Co-Director

CURRENT DOCTORAL STUDENTS**(1)**

Student	Degree University	Years Advised	Role
Can Ozeroglu	Kaunas University of Technology Ph.D. Student and Research Associate	2018 –	Director

TEACHING ASSESSMENTS

<u>Institution</u>		<u>Course</u>	<u>Assessment</u>	<u>Best</u>	<u>Year</u>
Chalmers	ExEd	Int'l Management of Technology	4.6 / 5.0		2019
Univ St. Gallen	Bach	Doing Business in China	4.6 / 5.0		2018
Chalmers	ExEd	Int'l Mgt of Technology – Module Director	4.8 & 4.5 / 5.0		2018
EM Lyon	DBA	Quantitative Research Methods	4.7 / 5.0		2018
KTU	MSc	Entrepreneurship	4.8 / 5.0	*	2017
KTU	MSc	Technology Venturing	4.8 / 5.0		2017
GGG Heilbronn	MSc	China Business	4.5 / 5.0		2017
Univ. Zurich	EMBA	Innovation Management	4.4 / 5.0		2017
KTU	MSc	Innovation Management	4.2 / 5.0		2017
Skolkovo	ExEd	Global Innovation	9.02 / 10.0		2016
Skolkovo	ExEd	Strategic Technology Management	8.86 / 10.0		2016
Chalmers	ExEd	China Innovation	4.3 / 5.0		2016
GGG Heilbronn	MBA	Managing in China	4.3 / 5.0		2016
Univ. Zurich	EMBA	Innovation Management	4.3 / 5.0		2016
Univ. St. Gallen	Bach	Managing Innovation in China	4.3 / 5.0		2016
Tongji	MSc	New Product Development	4.8 / 5.0		2016
KTU	MSc	Innovation Management	4.5 / 5.0		2016
Chalmers	ExEd	Int'l Mgt of Technology – Program Director	4.4 & 4.5 / 5.0		2016
Tongji	MSc	International Management	4.3 / 5.0		2016
KTU	MSc	Global Innovation Economy	9.5 / 10.0		2016
Univ St. Gallen	Bach	Doing Business in China	4.7 / 5.0		2015
Göteborg	ExEd	Product Management	5.12 / 6.0		2015
Chalmers	ExEd	Int'l Mgt of Technology – Program Director	4.4 & 4.8 / 5.0		2015
Univ. St. Gallen	Bach	Doing Business in China	4.9 / 5.0		2014
GGG Heilbronn	MBA	New Product Development	4.8 / 5.0		2013
Mannheim B.S.	EMBA	Leveraging Innovation in China	4.2 / 5.0		2013
Chalmers	ExEd	MOT in China – Program Director	4.6 / 5.0		2013
Chalmers	ExEd	R&D Mg't in China – Program Director	4.7 / 5.0		2012
Univ. St. Gallen	Bach	Doing Business in China	4.6 / 5.0		2011
Univ. St. Gallen	Bach	Managing Innovation in China	4.7 / 5.0		2011
Chalmers	ExEd	R&D in China – Program Director	5.0 / 5.0	*	2010
GGG Heilbronn	MBA	Doing Business in APAC	4.4 / 5.0		2010
Chalmers	ExEd	Innovation in China	4.44 / 5.0		2010
Univ. St. Gallen	Bach	Doing Business in China (Adv.)	4.1 / 5.0		2010

IMD	ExEd	Global Innovation	4.1 & 4.6 / 5.0		2010
Tongji/Grenoble	DBA	Technology Strategy	3.75 / 4.0	*	2009
Univ. St. Gallen	MBA	Managing Global Innovation	4.3 / 5.0		2008
Chalmers	ExEd	Managing R&D Operations in China	4.7 / 5.0	*	2008
Univ. St. Gallen	Bach	Doing Business in China (Adv.)	4.2 / 5.0		2008
Jacob Fleming	ExEd	Managing R&D in China	5.45 / 6.0	*	2008
Chalmers	ExEd	Innovation in China	4.7 / 5.0	*	2008
Univ. St. Gallen	Bach	Business in China	4.2 / 5.0		2007
Jacob Fleming	ExEd	Managing R&D for Business Growth	5.48 / 6.0	*	2007
Chalmers	ExEd	Innovation in China	4.8 / 5.0	*	2007
Tsinghua	MBA	Managing Global Innovation	85 / 100		2006
HSG St. Gallen	Bach	Business in China	4.35 / 5.0		2006
Tsinghua	MBA	Strategy	4.1 / 5.0		2006
Tsinghua	MBA	Global Innovation	80 / 100		2005
Tsinghua	MBA	Strategy	80 / 100		2005
CPC	EMBA	R&D Management	4.2 / 5.0		2005
CIRD	ExEd	China Innovation	9.5 / 10.0	*	2005
Tongji/Grenoble	DBA	Technology Strategy	3.75 / 4.0	*	2004
IMD	ExEd	Technology Management	4.1 / 5.0		2003

* denotes best evaluation in entire program or semester

TEACHING -- SAMPLE OF TEACHING EVALUATIONS

Documented feedback from students, executives and colleagues:

Structure and Program Design

- The best course I've taken at this university!
- Very structured approach. Very good content, well structured.
- This session was one of best classes I have ever seen in the whole MBA program.
- The topics are excellent including the articles especially and the cases.
- Even though this course lasted only for a week, the gain of useful knowledge and skills for the future was a lot higher than in many other courses, which last for a semester.
- ... all the courses should be like that.
- The topic of Managing Technological Innovation from the perspective of general management is very interesting and it will make a lot of sense if it is integrated to the mainstream MBA program.
- This was really a nice course with lots of enlightenment and insight to important aspects of business which not many MBAs are used to.
- Innovative teaching and testing methods!
- Great last session. I really enjoyed it.
- An exceptional class... extremely high learning!
- Great lecture technique, perfect pace, good slides, and good explanations. Exceptional content!

Relevance and Credibility

- Your lecture is terrific! I find I learn so much from it.
- A teacher who really knows what he's talking about. Very competent professor.
- Your session was the most helpful topic among all the ones given.
- Course where I learnt the most in such a short period of time.
- It was a very nice experience and I will recommend this course to all of my friends.
- The professor made this class very interesting, and his knowledge and enthusiasm reflected on the way we learned.
- I like your wisdom and the way you deliver the complicated theories in such an easily understandable way.
- One of the best courses I attended, because the lecturer combines teaching with accounts of personal experience resulting in a high learning effect while being entertaining.
- Best course I had in my bachelor studies!
- It is a very very very good course.
- Great style; extremely high competence.
- A fantastic course!
- This training was the most interesting and relevant training I have been to. Ever.
- Max in China was very very good part of the program.
- Thank you very much for your wonderful workshop, this is one of the best workshops I've attended so far.

Classroom Management and Presence

- Inspiring lecturer!
- Your course (Managing Global Innovation) was very exciting and if I would have to grade you, I would probably give you an A+.
- Super teaching! Very enthusiastic and knowledgeable about the subject, and able to keep all students attention all the time...
- Excellent professor! He transfers his love of what he is teaching.
- Max von Zedtwitz did a really good job communicating the important things and was really open to our questions. So far it was the best course I have attended at [this university].
- Very good professor! He succeeded in motivating the whole class during the entire course.
- Very committed and clearly interested in giving as much learning as possible to the class.
- You are really a very good and kind professor. You are one of the best teachers I have met.
- Your TIM class is very successful, and you are a very excellent teacher.
- Very open-minded and positive; empowered students to be interactive.
- Best course this semester!
- I love this course!

Feedback from Colleagues

- You have a wonderful way of engaging with the entire audience and keeping them on the edge of their seats.
- Entertaining and insightful. Great balance between interaction, instruction, and guided group work.
- This is an excellent piece of materials and it is well put together.
- This has been the best plenary presentations I have ever seen in my fifteen years with PRTM.