

# ESB International Staff Days - Empowering Minds, Embracing Change



1–5 December 2025  
Reutlingen, Germany



## ESB International Staff Days – Empowering Minds, Embracing Change

### Programme

Version: 21.11.2025

Monday, 1 December Building 17, lower entrance, rooms U15-U18	
09:00 – 09:30	<b>Registration</b>
09:30 – 10:30	<b>Welcome to ESB Business School and Introductions</b> Marlene Ferencz, Vice-Dean, ESB Business School Carolien van der Hulst, Career Center, ESB Business School
10:30 – 11:00	<b>Baden-Württemberg: The Innovation Hub</b> Paul-David Bittner, Innovation and Economy Team Lead, Cyber Valley GmbH
11:00 – 11:30	<b>Coffee Break</b>
11:30 – 13:00	<b>Campus Tour and Visit to Texoversum School of Textiles</b> Jochen Strähle, Dean, TEXOVERSUM School of Textiles Michael Goretzky, Professor for Form Design & Digital Design, TEXOVERSUM School of Textiles
13:00 – 14:00	<b>Lunch</b>
14:00 – 14:30	<b>Transfer to Town</b>
14:30 – 16:00	<b>Guided City Walking Tour of Reutlingen</b>
18:30	<b>Informal Get-Together in the City Centre</b> Gartentor (medieval gate tower)

Tuesday, 2 December Building 17, lower entrance, rooms U15-U18	
09:30 – 10:00	<b>Keynote</b> Arian Kozica Professor for Organisation and Leadership, ESB Business School
10:00 – 10:45	<b>The Corporate Perspective: Empowering Leaders for the AI-Driven Shift</b> Benjamin Hermann, Managing Director, Zoi TechCon GmbH
10:45 – 11:00	<b>Coffee Break</b>
11:00 – 12:15	<b>Finding Your Focus and Owning your Attention</b> Elizabeth Hofvenschiöld Professor for Strategic Management and Corporate Development, ESB Business School
12:15 – 13:00	<b>Lunch</b>
13:15 – 14:15	<b>Knowledge Café</b> Tim Straub, Professor for Management of Digital Technologies, ESB Business School Jörg Naeve, Dean of Studies, ESB Business School
13:45 – 14:15	<b>We Help You Grow</b> Franziska Müller Project Management 'We help. You grow!', ESB Business School
14:30 – 15:30	<b>Interactive Group Session</b> Carolien van der Hulst, Career Center, ESB Business School
15:45 – 16:30	<b>Transfer to Tübingen</b>
16:30 – 18:00	<b>ChocoART 2025</b>
18:30	<b>Welcome Dinner in Tübingen</b> Neckarmüller Tübingen, Gartenstraße 4, 72074 Tübingen



Wednesday, 3 December	
Building 17, lower entrance, rooms U15-U18	
09:30 – 11:00	<b>Focus Group 1: Innovation in International Collaboration</b> Moderation: Yvonne Graf, ESB Business School
11:00 – 11:15	<b>Coffee Break</b>
11:15 – 12:45	<b>Parallel Focus Group Sessions</b> <b>Focus Group 2: COIL Learning and Teaching Formats</b> Moderation: Mercè Roca Puigvert, ESCI School of International Business Marlene Ferencz, ESB Business School  <b>Focus Group 3: International Student Recruiting</b> Moderation: Julia Hormuth, ESB Business School
13:00 – 17:00	<b>International Campus Day</b> with food festival and the opportunity to interact with the ESB community and to arrange individual meetings
Thursday, 4 December	
08:00 – 09:30	<b>Company Visit: Transfer to Alfred Kärcher GmbH &amp; Co. KG</b> Meeting point in front of Hotel Württemberger Hof, Reutlingen city centre
09:30 – 13:30	<b>International Career Opportunities for Students @Kärcher and How Future Trends Shape Job Profiles of Tomorrow</b> Rüdiger Bechstein, Executive Vice President Corporate Human Resources  <b>Guided Factory Tour with Lunch</b> Wolfgang Zernickel and Melanie Wiens
13:45 – 14:15	<b>Transfer to Esslingen</b>
14:15 – 17:45	<b>Free Time to Visit Esslingen and it's Medieval Christmas Market</b>
18:00 – 20:00	<b>Visit to Kessler Sekt with Historical Wine Cellar Tour</b> Georg-Christian-von-Kessler-Platz 12-16, 73728 Esslingen
20:15	<b>Departure to Reutlingen</b>
Friday, 5 December	
09:00 – 12:00	<b>Individual Meetings and Departure</b>



## Speakers and Workshop Leaders



**Marlene Ferencz**

Vice-Dean, International Relations  
Professor for Quantitative Methods  
ESB Business School



**Carolien van der Hulst**

Career Center  
ESB Business School



**Paul David Bittner**

Head of Innovation & Economy  
Cyber Valley



**Rüdiger Bechstein**

Executive Vice President Corporate  
Human Resources  
Alfred Kärcher SE & Co. KG



**Arian Kozica**

Professor for Organisation and Leadership  
ESB Business School



**Yvonne Graf**

Professor for Digital Marketing  
ESB Business School



**Benjamin Hermann**

Managing Director,  
Zoi TechCon GmbH



**Mercè Roca Puigvert**

Senior Associate Professor  
ESCI-UPF



**Elizabeth Hofvenschiöld**

Professor for Strategic Management and  
Corporate Development  
ESB Business School



**Julia Hormuth**

Professor for Intercultural Management  
and Business Communication  
ESB Business School



**Franziska Müller**

Project Management 'We help. You grow!'  
ESB Business School

[www.esb-business-school.de/internationalstaffdays](http://www.esb-business-school.de/internationalstaffdays)

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