

# ESB International Staff Days - Empowering Minds, Embracing Change

1–5 December 2025  
Reutlingen, Germany



# ESB International Staff Days – Empowering Minds, Embracing Change

## Preliminary Programme

Version: 29.10.2025

This five-day programme promises an interesting mix of expert contributions, interactive sessions, excursions and social activities. We look forward to welcoming you on campus and hope that you will find your time here informative, inspiring and memorable.

<b>Monday, 1 December</b> 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
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</b>
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)

<b>Tuesday, 2 December</b> 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 – 13:15	<b>Lunch</b>
13:15 – 14:15	<b>We Help You Grow</b> Franziska Müller Project management 'We help. You grow!', ESB Business School
14:15 – 15:15	<b>Interactive Group Session</b> Carolien van der Hulst, Career Center, ESB Business School
15:15 – 15:45	<b>Short Break</b>
15:45 – 16:30	<b>Transfer to Tübingen</b>
16:30 – 18:00	<b>ChocolART 2025</b>
18:00	<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 Groups: Topic 1 and 2</b> (Two parallel sessions) Topics will be chosen based on participants' stated interests at registration. (e.g. Innovation in Collaboration, COIL Learning and Teaching Formats, Student and Staff Mobility, AI in Teaching and Work Processes, International Student Recruitment, Quality Management)
11:00 – 11:15	<b>Coffee Break</b>
11:15 – 12:45	<b>Focus Groups: Topic 3 and 4</b> (Two parallel sessions) Topics will be chosen based on participants' stated interests at registration (see above).
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 its 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>
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## Speakers and Workshop Leaders



**Marlene Ferencz**

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



**Elizabeth Hofvenschiöld**

Professor for Strategic Management and  
Corporate Development  
ESB Business School



**Paul David Bittner**

Head of Innovation & Economy  
Cyber Valley



**Franziska Müller**

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



**Arian Kozica**

Professor for Organisation and Leadership  
ESB Business School



**Carolien van der Hulst**

Career Center  
ESB Business School



**Benjamin Hermann**

Managing Director,  
Zoi TechCon GmbH



**Rüdiger Bechstein**

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

**Register now!**

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

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