

Bianca Schmitz

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Current employment

Lecturer, Member of the Faculty, February 2023–Present;
Faculty Lead of a company-specific MBA program (as of 03/2023);
Director of Knowledge Transfer of Bringing Technology to Market Center (BTMC), 2019–Present;
ESMT Berlin, Berlin, Germany

External functions

Member of the Supervisory Board of TÜV NORD AG, March 2023–Present;

Education

Dr. rer. pol., (Magna cum laude), School of Business, Economics and Law, University of Erlangen-Nuernberg, Erlangen and Nuremberg, Germany, 2021.

Dipl.-Reg.-Wiss., University of Cologne, Cologne, Germany, 2008.

Past employment

Program Director, October 2015–January 2023;
Director of Leadership Development Programs, February 2021–October 2022;
Co-director of Hidden Champions Institute (HCI), February 2019–April 2019;
ESMT Berlin, Berlin, Germany

Publications

Academic articles

Jarotschkin, V., J. Habel, A. Eggert, B. Schmitz, and O. Plötner (Forthcoming). Bringing industrial software to market: Managerial challenges and an agenda for future research. *Journal of Business and Industrial Marketing*.

Habel, J., Jarotschkin, V., Schmitz, B., Eggert, A., & Plötner, O. (2020). Industrial buying during the coronavirus pandemic: A cross-cultural study. *Industrial Marketing Management*, 88 (July), 195-205.

Kupp, M., Schmitz, B., Habel, J. (2019). When do family firms consider issuing external equity? Understanding the contingent role of families' need for control. *Journal of Family Business Management*, 9 (3), 271-296.

Books

Plötner, O., B. Schmitz, and J. Habel (2023). *Solid growth. Strategies of industrial champions in global markets*. Singapore: World Scientific.

Book chapters

Hübener, M., B. Schmitz, and B. Williams (2023). Individualized learning in executive education. In *The future of executive education. Learning leadership in a digital age*, ed. N. Grasselli, 21–30. Berlin: ESMT Berlin.

Burger, C., B. Schmitz, and B. Williams (2023). Participant involvement in executive education. In *The future of executive education. Learning leadership in a digital age*, ed. N. Grasselli, 77–87. Berlin: ESMT Berlin.

Jarotschkin, V., J. Habel, A. Eggert, B. Schmitz, and O. Plötner (2023). Bringing industrial software to market: Managerial challenges and an agenda for future research. In *Serving the customer*, ed. T. Aichner, 175–211. Wiesbaden: Springer.

Conference Papers

Cardy, C., Habel, J., Klarmann, M., Ploetner, O., and Schmitz, B. (2023). “The Hybrid Reorganization of Marketing During Times of Deglobalization”, *AMA Winter Academic Conference, American Marketing Association*.

Jarotschkin, V., Habel, J., Eggert, A., Ploetner, O., and Schmitz, B. (2022), “The Impact of Software Innovation Purchases on Relationships with Industrial Customers”, *AMA Summer Academic Conference, American Marketing Association*.

Schmalstieg, J., Schmitz, B., Plötner, O., Habel, J., and Eggert, A. (2021). The Human Side of Selling Digital Innovations. *AMA Winter Academic Conference, American Marketing Association*.

Jarotschkin, V., Schmitz, B., Plötner, O., Habel, J., and Eggert, A. (2021). Bringing digital innovations to industrial markets: A research agenda on manufacturers’ emerging focus on software systems. *AMA Winter Academic Conference, American Marketing Association*.

Jarotschkin, V., Schmitz, B., Plötner, O., Habel, J., and Eggert, A. (2019). Selling Digital Offerings in Industrial Markets. Why do sales reps not live up to expectations? *JAMS Thought Leaders’ Conference on Innovating in the Digital Economy, Milano, Italy*.

Practitioner Articles

Plöetner, O., Schmitz, B., Habel, J., and Cardy, C. (2022), “Four Questions Corporate Executives Must Answer Before Deglobalization,” *Forbes*, <https://www.forbes.com/sites/esmtberlin/2022/05/02/four-questions-corporate-executives-must-answer-before-deglobalization/?sh=7d5d7466233f>

Burger, C., Rätke, C., Schmitz, B., and Weinmann, J. (2021). The Four Ways of Organizing Innovation, <https://www.europeanbusinessreview.com/the-four-ways-of-organizing-innovation/>

Schmitz, B., Raman, A. (2021). May the 4th be with you: Preparing your sales team for the new industrial revolution, <https://www.forbesindia.com/article/esmt/may-the-4th-be-with-youpreparing-your-sales-team-for-the-new-industrial-revolution/67745/1>

Schmitz, B., Raman, A. (2021). What can Indian SME’s learn from Germany’s hidden champions? *Forbes India*, <https://www.forbesindia.com/article/esmt/what-can-indian-smes-learn-from-germanys-hidden-champions/67197/1>

Hübener, M., Schmitz, B., Williams, B. (2021). Individualized learning in executive education accommodating the modern learner, *The European Business Review*, <https://www.europeanbusinessreview.com/individualized-learning-in-executive-education-accommodating-the-modern-learner/>

Schmitz, B., Plötner, O., Jarotschkin, V., Habel, J. (2020): The current frontier in industrial manufacturing: Bringing software systems to market, *The European Business Review*, <https://www.europeanbusinessreview.com/the-current-frontier-in-industrial-manufacturing-bringing-software-systems-to-market/>

Case studies

Schmitz, B. Schäfer, U., Mueller. U.: “MEG AG”, ESMT/SDA Bocconi Case Study (forthcoming)

Cardy, C., Schmitz, B., Plötner, O. and Habel, J. (2022): “Wilo SE: Corporate structures in times of de-globalization”, ESMT Case Study.

Plötner, O. Schmitz, B. and Habel, J. (2019): “The future of Basler AG”, ESMT Case Study.

Korotov, K. Schäfer, U. and Schmitz, B. (2014): “A peer coaching demonstration”, ESMT Case Study

Others

Schmitz, B. (2022): Exec Ed Director Q&A, *The Economist*. <https://execed.economist.com/blog/executive-education/exec-ed-director-ga-bianca-schmitz-esmt-berlin>

Schmitz, B. and Guo, N. (2022): The pandemic didn't kill off DEI. What's next?, *Forbes*: <https://www.forbes.com/sites/esmtberlin/2022/02/01/the-pandemic-didnt-kill-off-dei-whats-next/?sh=5afbad766b11>

Plötner, O.; Habel, J., and Schmitz, B. (2020): Solid Growth - The essence of strategy. <https://faculty-research.esmt.berlin/centers/bringing-technology-market-center/downloads>

Plötner, O.; Habel, J., and Schmitz, B. (2020): Solid Growth - Advanced Premium Products. <https://faculty-research.esmt.berlin/centers/bringing-technology-market-center/downloads>

Plötner, O.; Habel, J., and Schmitz, B. (2020): Solid Growth - No-frills Products. <https://faculty-research.esmt.berlin/centers/bringing-technology-market-center/downloads>

Plötner, O.; Habel, J., and Schmitz, B. (2020): Solid Growth - Complex Service Solutions. <https://faculty-research.esmt.berlin/centers/bringing-technology-market-center/downloads>

Plötner, O.; Habel, J., and Schmitz, B. (2020): Solid Growth - The Bigger Picture. <https://faculty-research.esmt.berlin/centers/bringing-technology-market-center/downloads>

Schmitz, B. (2020). Digitalisierung ist Schmerzpunkt der deutschen Wirtschaft, in: <https://www.businesstalk-kudamm.com/digitales/digitalisierung-ist-schmerzpunkt-der-deutschen-wirtschaft-bianca-schmitz-esmt-berlin/>

Freimark, A. J., Habel, J., Hülsbömer, S., Schmitz, B., and Teichmann, M.: “Hidden Champions – Champions of the digital transformation?” *IDG/HCI*.

Habel, J. and Schmitz, B. (2018): “Digitale Transformation durch digitale Talente – das große Missverständnis”. *Stiftung Familienunternehmen*.

Habel, J. and Schmitz, B. (2018): “The big misunderstandings with digital talent”. *Global Network Perspectives*.

Teaching experience (selection)

ESMT Berlin – Executive Education Corporate Programs

Main client base are family firms, industrial B2B companies, and hidden champions Program Director (and Faculty)

Programs for Allianz, Bausparkasse Schwäbisch Hall, bitkom, BorgWarner, Bosch, Brose, CLG Centro de Liderazgo y Gestión, CNN, ContiTrade, CUHK, Dräxlmaier, Deutsche Bahn, Deutsche Bank, DZ BANK, ElingKlinger, Goldbeck, Henkel, Imperial College, Julius Berger, K-Pintar, Knauf, Lufthansa, MAHLE, Metro, Obermark, Oerlikon, Penteo, Phoenix Contact, Saint Paul Escola de Negocios, Seoul National University, tesa, Universal Investment, Yamaha Motors, and others

Program Faculty

Assignments with Allianz, Axel Springer, Bosch, Brose, Chargeurs, Daimler Trucks, Enterprise Ireland, Gazprom, Hereaus, INCAE, Innovationsregion Lausitz, Kion, Knauf, Chargeurs, Mahle, Education First, TRATON, General Office of State Council China, BCD Meetings & Events, Yamaha Motors, Young Physician Leaders, Vienna Insurance, Zimmer Group, and others (2011–today)

ESMT Berlin – Executive Education Open Programs

Program Director

“Der Aufsichtsrat” (Supervisory Board Program; since 2023)

Sales Management (since 2021)

Being agile – Application Workshop Design Thinking and Scrum (2017 and 2018, 2 cycles, 2-day program)

Application Workshop Design Thinking and Organizational Implementation (since 2018, 3-day program; together with Hasso-Plattner-Institute)

Women’s Leadership Excellence (2018, 1 cycle, 3-day program)

Program Faculty

Bringing Technology to Market (2021)

Executive Transition Program (since 2018)

Management für jüngere Führungskräfte (2019)

ESMT Berlin – Degree Programs

ESMT Berlin – Full-time MBA program (design thinking, since 2018, success factors of hidden champions and high-performance at hidden champions, 2018–2019)

ESMT Berlin – Executive MBA program (design thinking, since 2018)

ESMT Berlin – Part-time MBA (virtual collaboration, 2021)

ESMT Berlin – Global Online MBA (hidden champions, 2022 and 2023)

ESMT Berlin – Master in Management program (design thinking, since 2018, and matchmakers in the digital economy 2023)

Presentations

Panelist at Hitotsubashi ICS, DXF2022, 2021 and 2020

Panelist at the German Chamber of Research & Innovation in NYC 2018

Hidden Champions Conference in cooperation with Yale School of Management 2018 and 2019

Speeches in China, Brazil, Malaysia, and the US on hidden champions

Research

Main research on Family Firms, Hidden Champions, global, industrial B2B companies, and Bringing Digital Innovation to Market

Research grants and fellowships

Dean's Innovation Fund, *Digital profiling suite, 2nd part*, ESMT Berlin, June 2022–December 2022 (with Gianluca Carnabuci, Eric Quintane, Nan Guo)

Dean's Innovation Fund, *Digital profiling suite*, ESMT Berlin, October 2021–September 2022 (with Gianluca Carnabuci, Eric Quintane, Nan Guo)

Languages

German (native), English (high proficiency), Spanish (high proficiency), French (basic), Portuguese (basic)

August 18, 2023