



## Prof. Dr. Esin Bozyazi

Stuttgart, Germany ▪ +49 (0)177 77 66 44 5  
Esin.Bozyazi@crossover-projects.com ▪ [Xing](#) ▪ [LinkedIn](#)

### Personal Details:

Place of Birth: Istanbul ▪ Nationality: German  
Gender: Female

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## **Professor for Entrepreneurship Expert for Business Innovation and Social Sustainability**

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*Digital and Sustainable Business Design / Innovation Management with Human-Centered Approach  
Consultant & Live Online Trainer & Lecturer & Mentor*

Professional with 20+ years of experience in business management consulting and in higher education sector. Initiation and management of many international projects. Working for international companies in many innovation projects for new products and in optimisation of processes. Possess excellent analytical and problem-solving skills with the proven ability to prepare new business, start-ups and develop effective plans for scale-up-phases. Expertise in identifying and ensuring business opportunities, leading high-performing teams and providing recommendations for process improvement.

### Areas of Expertise:

- Business Consulting
- Business Design Workshops
- Business Model for Sustainability
- Entrepreneurship and Consulting for Start-ups
- Agile Project Management (Kanban, Scrum, Design Thinking, Science fiction Thinking)
- (Social) Sustainable Impact
- Business Relationships & Network Management

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## Professional Experience

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Steinbes Consulting Centre Existenzgründung (with Exi-Gutschein)

### **Senior certified Consultant for Start-ups for Business Model Design** (2020 to Present)

Founding of a Steinbeis Consulting Centre, Stuttgart: Business design for the future

### **Consulting for Sustainable Digital Business as Founder** (2020 to Present)

Sustainability as a model for the future (Future Management, Science fiction Thinking, Design Thinking, Corporate Social Responsibility (CSR), Sustainability Management with Sustainability Reports). Workshops and Consulting for sustainable business modelling (Business Model Innovations). Advising Start-ups, establishment of Start-up businesses, setting up business with sustainability business models. Future perspectives, trends and developments for business modelling. Future management and innovation management with a sustainability approach.

#### ***Selected Contributions:***

- Implementation and transformation of a new business models for Companies and NGOs.
- Digital Design Thinking for Ideation
- Digital Sustainable Business Design Workshop for Modelling for Business of Future.

COP - Crossover Projects GbR, Stuttgart, Germany

### **Business Development and Innovation in the function as General Manager** (2013 to Present)

Provide Innovation activities for new digital products and for digitalisation and optimisation of processes. Produce workshops and seminars for developing of agile organisation and teams. Publications books, essays and online webinars for issues business Innovation and Sustainability. Define KPIs related to staff & customer satisfaction, to business relations and to company revenue analysis. Business strategy workshops along with setting vision, mission and goals. Introduce business development planning and implementation. Check and maintain processes and keep it updated with recent trends. Capture customer and partners attention by representing the company at Networking Events and Seminars.

#### ***Selected Contributions:***

- Enhanced the company innovation projects successfully applying effective and innovative business strategies.
- Provided advance business innovation and digitalisation strategies for revenue optimisation.

University of Applied Management Studies (HdWM), Mannheim, Germany

### **Professor for Entrepreneurship** (2013-2019)

Teaching and researching in Entrepreneurship, Social Entrepreneurship, Social Sustainability, Agile Organisation and Agile Project and Process Management, Business Process Management, Change Management and International Business, Scrum, Design Thinking.

#### ***Selected Contributions:***

- Advisor for Start-ups of Students / Start-up Incubator
- Agile Project Management and Change Management for Further Education
- Published Scientific Papers, Essays and Books, hold Keynote Speech
- Co-Founder and Director of Institute of Social Sustainability ([www.ifsu.eu](http://www.ifsu.eu))

ACAC e.V., München, Germany

**Integration Management in M&A Projects, New Business Development (2008-2013)**

**International Project Management (2005 to 2008)**

Consulting for international M&A Projects (in Turkey, in Greece and in Italy), Supervision of M&A-Management in Turkey. Business Development and Supervision of Finance and Controlling Department as Integration Manager.

***Selected Contributions:***

- M&A – Management & New Business Development
- Finance & Controlling Consulting.
- Senior Product & Project Manager for Mobile Services & Telematics

Inovaplan GmbH, Munich, Germany

**Traffic Management and Transport Economics in the function as Senior Consultant (2000 to 2005)**

Developed and implemented traffic planning and transport strategy for cities in Germany. Research of behaviour of people during using telematic offers and digital traffic information in Germany. Consulting for traffic planning and for transport infrastructure in German cities.

Technical University of Munich, Germany

**Project Management in the function as Scientific Project Manager (1997 to 2000)**

## **Education and Credentials**

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**Become a Professor for Entrepreneurship** • University of Applied Management Studies (HdWM), Mannheim

**PhD in Economics** • Ludwig-Maximilians- Universität München, Munich

**Master of Science in Business Administration (technically oriented)** • Universität Stuttgart, Stuttgart

**Bachelor of Industrial Engineering** • Technical University of Istanbul, in Istanbul Turkey

**General qualification for university entrance, NKL-** Highschool in Istanbul, Turkey

**Innovation Management Trainer**, TÜV SÜD Akademie

**Life Online Trainer**, TÜV SÜD Akademie

**Project, Process and Change Management Trainer**, by Consensa.com

**Languages:** Turkish, German, proficient in English.

## **Selected Publications**

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Bozyazi, E (2020) & Kerstin Schenk: Daten: Basis der Geschäftsmodelle der Zukunft- Kundenprobleme verstehen und nachhaltig lösen, in Transfer - das Steinbeis Magazin Nr. 02/20, in Stuttgart

Bozyazi, E. (2020): Digital Transformation and Social Sustainability, in Digital Transformation in Business(theory/practice), Peter Lang Verlag, Frankfurt.

Bozyazi, E. (2018): Agiles Projektmanagement und Design Thinking ([https://digital-publishing-report.de/wp-content/uploads/dpr/ausgaben/dpr\\_Heft25\\_2018.pdf](https://digital-publishing-report.de/wp-content/uploads/dpr/ausgaben/dpr_Heft25_2018.pdf))

Bozyazi, E. (2017): Business Design Workshops- Inspiration für Innovatoren und Start-up´s, Schäffer Poeschel, Stuttgart ([www.business-design-workshops.de](http://www.business-design-workshops.de))

Bozyazi, E. (2015): Design Thinking im Projektmanagement – Praxisbeispiele, Online-Publishing. [www.entrepreneurship.de](http://www.entrepreneurship.de)

Bozyazi, E. (2000): Das türkische Verkehrssystem und seine Bedeutung für die Regionalentwicklung, Peter Lang. Frankfurt.

## Selected Keynote Speeches

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- 21. Existenzgründungstag Metropolregion Rhein-Neckar am 21. November 2020 -Online.  
Title: Geschäftsmodelle der Zukunft.
- 20. Existenzgründungstag Metropolregion Rhein-Neckar am 23. November 2019 in Speyer.  
Title: Design Thinking für Gründer
- 1st Annual Business Administration Conference on Digital Transformation in Business (theory/practice) am 15 November 2019 Turkish-German University, Istanbul, Turkey  
Title: Digital Transformation and Social Sustainability
- Entrepreneurship Summit 12-14 November 2019 in Vienna  
Title: Entrepreneurial Mindset: Mut und Fehlerkultur
- Entrepreneurship Summit in Berlin Oktober 2019  
Title: Soziale Nachhaltigkeit für Entrepreneurere
- International Entrepreneurship Education Summit Stuttgart am 30. November 2018 in Stuttgart  
Title: Soziale Nachhaltigkeit in Geschäftsmodellen, Impulsvortrag
- Reallabor Stadt-Raum-Bildung, Forschungsprojekt der Fakultät Architektur und Stadtplanung der Universität Stuttgart 27. September 2018 in Heidelberg  
Title: Was ist eigentlich Soziale Nachhaltigkeit? Schule als Baustein sozialer Nachhaltigkeit

## Selected Expert Activities and Memberships

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- Jury member for Start-ups in Entrepreneurship Summit 2020 - Online Event
- Mentor for young female scientist for professorship in Germany
- Jury member for scale-ups by Endeavor Turkey Istanbul
- Jury member for start-up weekend at the University of Applied Sciences in Stuttgart
- Co-Founder of the Institute for Social Sustainability ([www.ifsu.eu](http://www.ifsu.eu))
- Jury member for start-up at Technical University Istanbul
- Member of the scientific committee at the Ginova Institute - Innovation and Entrepreneurship at the Technical University of Istanbul
- Member of the Entrepreneurship Foundation in Berlin
- Supervisory Board Member Werbewelt AG in Stuttgart
- Supervisory Board Member Spenoki GmbH, München
- FidAR. e.V. the initiative for more women on the supervisory boards
- Adviser to the Initiative for the Promotion of Youth as Social Entrepreneurs – nyendo lernen
- Rotary Club Stuttgart Rosengarten

Stuttgart, 10. 04. 2021

