

Julian Stöhr

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PROFESSIONAL EXPERIENCE

since 04/2020 **Deutsche Bahn AG – Associate Global Partner Management**

- Transforming Deutsche Bahn into an ecosystem-oriented company, and significantly optimise value creation with suitable partners. Working on the agile board project “strategy for digital train maintenance”. Analysed strengths and weaknesses of possible partner companies in the digital train maintenance market.
- Creating a concept for an innovation lab for the prospectively most modern railway maintenance plant in Europe scheduled to open in Cottbus in 2026.
- Contributed to the new Ecosystem Management & Partnerships department set up and the underlying operating model’s design. Co-organised the project tendering and prepared an RFP for selecting an external strategy consulting firm.
- Supported the project management and steering; prepared regular updates on project progress. Crafted presentations for the management board to prepare decisions by the board’s Chairman.
- Worked within the workstream “tools and methodologies” on an evaluation of CRM systems. Defined the requirements to change roles, functionalities, and fields in Microsoft Dynamics.

04/2019 - 04/2020 **Deutsche Bahn AG – Intern New Digital Business**

- Worked in Deutsche Bahn’s digital business department within the innovation division and supported the China tech project by building and maintaining relationships with Chinese partner companies.
- Co-operated with DB Academy in setting up corporate-wide knowledge management processes to adopt technological innovations from China. Developed and managed several knowledge transfer formats: workshops, webinars and short learning videos. Wrote articles on technology in China for publishing in DB’s intranet.
- Prepared, organised and accompanied a business trip for a Deutsche Bahn management delegation to China in November 2019.
- Wrote my master thesis on the subject of Chinese Smart City concepts.

03/2018 - 09/2018 **BMW AG – Intern Program & Product Design R&D China**

- Collected and analysed specific use cases of Chinese competitors from the connected car sector and provided data for the BMW product development process.
- Prepared insights into Chinese customers’ differentiated needs for digital services in cars and derived ideas for product development actions.
- Analysed and monthly reported working hours in China vehicle projects. Using MS Excel and MS Access, I developed a software tool that provided product line managers with more in-depth insight into cost structures.

06/2015 - 07/2015 **University of Würzburg – Student Assistant**

- During a semester abroad in Beijing, I supported the research assignment of Prof Dr Björn Alpermann as a student research assistant.

PERSONAL

*16 May 1995, Vienna

LANGUAGES

- German (native)
- English (fluent)
- Chinese (fluent)

SOFTWARE SKILLS

- MS Office
- MS Teams
- MS Dynamics365
- Atlassian
- Slack
- Adobe InDesign

AWARDS

Schmalenbach
Scholarship of the
Schmalenbach Society
for Business
Administration

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EDUCATION

10/2016 - 02/2020 Master of Science, China Business and Economics

University of Würzburg, Germany

Focus: Strategic marketing, e-business, business and finance in China, business Chinese

10/2014 - 08/2016 Bachelor of Arts, Modern China

University of Würzburg, Germany

Focus: Political system of China and its foreign policy, language courses

03/2015 - 07/2015 European Chinese Language and Culture Programme

Peking University (北京大学), PR China

Core courses: Practical Business and Economy, Chinese News and Media, Chinese Culture

09/2013 - 08/2014 International Chinese Language Programme

National Taiwan University (國立臺灣大學), Taiwan

Focus: Intensified Chinese language training

09/2005 - 06/2013 Abitur (German A levels)

Gymnasium Starnberg, Germany