

Prof. Dr. oec. Jochen Scheeg



Anschrift:

Technische Hochschule Brandenburg
Fachbereich Wirtschaft
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Haus A (Wirtschaftswissenschaftliches Zentrum)
Raum 242

Berufungsgebiet:

- Wirtschaftsinformatik, insbes. Informationsmanagement / Unternehmensführung

Arbeitsgebiete:

- Business model (re-) design as part of digitization strategy based on user centric research methods, e.g. Design Thinking

- Target group analysis for service offerings
 - Service design and service evaluation based on user centric research methods
 - Designing and implementing concepts for the digital Memory
 - Performance management and steering for sustainable performance growth of organizational Systems
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Informationen

Werdegang

Industry Career:

Vice President, T-Systems, TSS Performance Management, Central Business Services
2010-2014

Vice President, T-Systems CFO Service Delivery
2008-2010

Head of Strategic Controlling, Deutsche Telekom BPO
2006-2008

Head of Calculation, Deutsche Telekom, ActiveBilling
2003-2006

Head of Group IT-Strategy, Deutsche Telekom Group Headquarters
2000-2003

1998-2000
Business Consultant

Forschung

Research Projects:

- Project "D.smartRegion - innovative, user centric and regional"
- Project "Mittelstand 4.0 -- Competence Center Berlin"

Further information you will find here: www.th-brandenburg.de/index.php

Lehre

Winter term:

- Design Thinking
- Performance Management
- Introduction into Scientific Research

Summer term:

- Design Thinking
- Strategic IT-Controlling
- IT Service Management

Alle öffnen Alle schließen