

1. My path to a professorship at the Technical University of Applied Sciences Wildau was...

... varied and instructive. I was able to gain experience in very different places, companies and foundations and then headed an innovation incubator at the *Tagesspiegel* in Berlin for 7 years. My network and practical knowledge with clients from the fields of healthcare, digitalisation and mobility now help me to provide my students with an up-to-date, technology-oriented and practical education. I believe that the economy and society can benefit from enormous innovative power through a clever use of AI. That's why I firmly integrate this idea into my teaching and always focus on AI-supported methods alongside traditional marketing methods.

I have taught part-time at two German universities for almost 15 years. I really enjoy paving the way for young people's careers and preparing them for the challenges and opportunities of digitally-supported business life. I can now combine this with research and university strategy here in Wildau. It's an honour for me - and an absolute dream job.

2. In my professorship, I am shaping ...

... nothing less than the future of our society. My students learn about the practical and sometimes playful use of technology as well as the basics of business and marketing (especially digital in my case, of course). We learn with and in practical collaborations and use the latest AI tools and current scientific findings - or create them ourselves. In research, I work on recommendations on how we can live confidently and creatively in a simultaneously digital and analogue world.

3. Working as a UAS-professor is unique because...

... it combines the best of all worlds: Teaching at eye level, inspiring discussions with students and colleagues, cutting-edge research and intensive and creative engagement with the most pressing issues of our time. With the opportunities and freedoms inherent in this task, we can create an impact and really make a difference. You won't find a combination like this anywhere else.

4. In Wildau and at the university, I particularly like...

... the prompt and supportive cooperation of all employees, the common goal of making a difference and creating something for the long term, the openness and opportunities to set your own priorities. The campus is innovative, historically interesting and suitable for a wide variety of teaching and learning concepts. And my place of work is only 30 minutes away from the centre of Berlin, but the commute runs alongside lakes and sailing boats.

5. When I'm not at the university, you can find me...

... at digital and marketing events or on a sailing boat with my children and husband.