Thomas Hirschmann

Data & AI Innovation

EDUCATION

2024	Finalisation of PhD on resilience & creativity, University of Mannheim, Germany
2006	Distinguished thesis certification: Evolutionary causation of risk-related consumer behavior
2006	Diploma in psychology, University Ludwig-Maximilian, Munich, Germany
2004	Diploma in law, University Ludwig-Maximilian, Munich, Germany

EMPLOYMENT & PROFESSIONAL ACTIVITIES

2021-present   **CoreCortex**, AI-powered Innovation, London
*CEO, successfully applied computational creativity & innovation methodologies
to drive transformation and innovation for brands, corporations and investors.*

2019-present   **Behavioural Economy**, Behavioural Innovation, London
*CEO, successful application of psychological frameworks to behavioural data
to drive digital transformation and innovation for brands, corporations and investors.*

2017-2019   **Transformation**, Digital Consulting, London
*Successfully delivered critical growth and value-increasing business analyses and insights
for international corporations and brands, enabling business-critical transformations.*

2017   **Onefourzero Group**, digital diligence agency for private equity investors, London
*Head of Insights, leading a team to successfully deliver digital key insights informing
critical investment decisions in private equity.*

2015-2016   **Mindshare UK**, Media Agency, London
*Digital Insights Director, successfully led a team developing and delivering business
intelligence products and services using digital data based behavioural insights.*

2012-2014   **We Are Social**, Social Media Agency, Munich & London
*Successfully lead social media communication teams as Account Director for international
brands like Intel, F-Secure, o2/Telefónica, Metro, Mondelez, Siemens.*

2010-present   **Evonovation**, Evolutionary Innovation, Munich & New York
*Successfully developed biology & evolution inspired innovation approaches for international
clients in the automotive, finance, and service industry.*

2008-2009   **Dr. Axel Berg**, Member of German Parliament, Munich
Successful coordination and communication of political strategies.

2006-2008   **BMW AG**, Motorcycles Division (BMW Motorrad), Munich
*Successfully managed complex marketing innovation processes leading to tangible results
both from a revenue and innovation perspective.*

ACADEMIC AFFILIATIONS

2024-present	Bayswater College, London, UK
2022-present	Toulouse University, Toulouse Business School (TBS), Toulouse, France
2021-present	Kent University, Kent Business School (KBS), Canterbury, Kent, UK
2020-present	Bern University of Applied Sciences (FHGR), Switzerland
2012-present	Chur University of Applied Sciences (HTW), Switzerland

KEY RESEARCH INTERESTS

Artificial and natural intelligence, human-AI-interaction design, creativity, innovation, digital identity, trust & value creation, digital communication, neural networks & neural plasticity, evolutionary drivers of social behavior, resilience.

PRACTICAL EXPERIENCE

- Digital audience and behaviour research for B2C/B2B/B2G clients, focusing on digital identities & online communities, digital literacy & cyber resilience, information & data security and risk management.
- Digital insights lead on research projects across various industries including B2B, automotive, luxury, retail & hygiene, using a broad array of digital insights tools such as Crimson Hexagon, Pulsar, Brandwatch and Gephi.
- Project, client and strategy lead on digital projects for international clients such as F-Secure, Intel, Telefónica, Metro, Mondelez, and Siemens with responsibility for global client budgets and teams.
- Consulting at BMW's dept. for Marketing Innovation, introducing social commerce for individualised products.
- Managing marketing innovation processes at BMW Motorrad: Introducing open innovation as means to integrate new research & insights sources into the product development.

TEACHING
- Embracing AI for Business at Kent University, Canterbury, Kent, UK (Lecturer)
- Delivering Innovation at Kent Business School, Kent University, Canterbury, Kent, UK (Lecturer)
- Applied Data Science at Bayswater College & Pearson Business Schoool, London (Lecturer)
- Finance, Technology & Risk Management at Pearson College London (Lecturer)
- Financial Data & Risk Analysis at Pearson Business School, Pearson College London (Lecturer)
- Predictive Analytics & Big Data at Pearson Business School, Pearson College London (Lecturer)
- Perception Psychology at University of Applied Sciences Bern, Switzerland (Lecturer)
- Creativity & Communication Psychology at University of Applied Sciences Chur, Switzerland (Lecturer)
- Motivation Psychology at Federal Employment Agency of Germany (Instructor)
- Criminal Law at University of Bayreuth, Germany (Instructor)

GRANTS, AWARDS & CERTIFICATIONS
2024 Human-Computer Interaction for AI Systems Design (Cambridge University)
2014 Member of the Jury for the FAMAB Marketing Award (Category Digital / Cross)
2013 HR Excellence Award for „The Manager's Call", digital recruiting campaign for client Siemens
2011 InnoCentive Challenge „Games for Health" Award
2003 German National Academic Fellowship
2002 Friedrich Ebert Fellowship

ORGANIZATIONS
- International Society for Human Ethology (ISHE)
- European Human Behaviour and Evolution Association (EHBEA)
- North-Eastern Evolutionary Psychology Society (NEEPS)
- Applied Evolutionary Psychology Society (AEPS)

LANGUAGES
- German (mother tongue)
- English (business fluent)
- Spanish (fluent, Diploma de Español como Lengua Extranjera Superior)
- French (basic knowledge)

SERVICE
- Tech & Research Lead at GetSparked AI Community, 2024
- Hosting of 1st Annual Workshop of the Applied Evolutionary Psychology Society at Binghamton, 2011
- 2nd Vice President of the Applied Evolutionary Psychology Society

PUBLICATIONS

BOOK CHAPTERS:

- Hirsig, C. & Hirschmann, T. (2010). Atizo: Unterststützung durch Produkt-, Dienstleistungs- und Marketing-ideen. In: Gassmann, O. (Ed.) Crowdsourcing. Innovationsmanagement mit Schwarmintelligenz. Interaktiv Ideen finden. Kollektives Wissen effektiv nutzen. Mit Fallbeispielen und Checklisten. Hanser, München.

- Hirschmann, T. (2015). Markenmedien - Medienmarken. Warum Facebook, Twitter & Co. keine Erfolgsgarantie für Markenkommunikation darstellen. In: Regier, S., Schunk, H., & Könecke, T. (Ed.) Marken und Medien. Gabler | Springer, Wiesbaden.

PEER REVIEWED ACADEMIC ARTICLES:

- Hirschmann, T. & Mueller, K. (2011). Social value creation: outline and first application of a resource management approach to innovation. Internat. Journal of Innovation and Sustainable Development, Vol. 5, Nos. 2/3, pp.276-91.

- Roth, S., Kaivo-Oja, J. & Hirschmann, T. (2013). Smart regions. Two cases of crowdsourcing for regional development. International Journal of Entrepreneurship and Small Business, Vol. 20 (3), pp.272-285.

- Hirschmann, T., Hartley, N. & Roth, S. (2020). Can we build resilience by way of creativity? Artistic ventures in a London hospice, Internat. Journal of Entrepreneurship and Innovation Mgmt., Vol. 24(2/3), pp.116-131.