

Thomas Hirschmann

jurist-psychologist with passion for innovation & evolutionary inspired thinking
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EDUCATION

- 2021 Finalisation of doctoral dissertation about creativity and innovation, University of Mannheim
- 2006 Certificate for distinguished diploma thesis: evolutionary causation of risky consumer behavior
- 2006 Diploma in psychology, University Ludwig-Maximilian, Munich
- 2004 First legal bar exam and diploma in law from University Ludwig-Maximilian Munich, Germany

EMPLOYMENT & PROFESSIONAL ACTIVITIES

- 2019-present **Behavioural Economy**, behaviourally informed innovation, London
Founder / CEO, applying psychology to behavioural data to drive digital transformation, innovation and change for brands, corporations and investors.
- 2017-2019 Self-Employed Digital Insights Consultant, London
Crafting and delivering growth and value relevant digital insights for business owners, investors and brands.
- 2017 Onefourzero Group, digital diligence agency for private equity investors, London
Head of Insights, overseeing & developing high quality digital insights to inform global investment decisions in the private equity market.
- 2015-2016 Mindshare UK, media & marketing agency, London
Digital Insights Director, responsible for providing and developing business intelligence products and services based on behavioural insights from social & search sources.
- 2012-2014 We Are Social, social media & digital communications agency, Munich & London
Account Director for Intel, F-Secure, o2/Telefónica, Metro, Mondelez, Siemens.
- 2010-present Evonovation, evolutionary innovation consulting, Munich & New York
Innovation consultant for automotive, finance, and HoReCa clients.
- 2008-2009 Dr. Axel Berg, member of the German parliament, Munich
Coordination and communication of political strategies.
- 2006-2008 BMW AG, marketing department of motorcycles division, Munich
Project management of innovation processes within marketing.
- 2005 Allianz AG, learning & development department, Munich
Development of an online assessment center for sales personnel.
- 2004-2005 Estée Lauder GmbH, legal department, Munich
Audit documentation according to Sarbanes-Oxley-regulations.

ACADEMIC AFFILIATIONS

- 2017-present Pearson Business School, Pearson College London (UK)
- 2012-present Department for Communication, University of Applied Sciences / HTW Chur (Switzerland)
- 2009-present Department for Business Psychology, University of Mannheim & Osnabrück (Germany)
- 2008 Max-Planck-Institute for Human Ethology, Andechs (Germany)
- 2006-2008 Department for Organisational & Economic Psychology, University LMU Munich (Germany)

RESEARCH INTERESTS

Creativity and innovation, innovation as economic & social driver, social value creation, communication psychology, influence of stress on creativity, interdisciplinary and evolutionary studies on higher cognitive functions, neuronal networks and neural plasticity, evolutionary studies of social behavior, resilience.

RELEVANT WORK EXPERIENCE

- Digital insights lead on research projects across various industries including B2B, luxury/cosmetics, retail, hygiene using social & search insights tools such as Google Trends, Crimson Hexagon, Pulsar, Brandwatch.
- Project, client & strategy lead on digital / social projects for international clients including F-Secure, Intel, Telefónica, Metro, Mondelez, Siemens with responsibility for both client budgets and teams / personnel.
- Consulting for BMW Marketing Innovation department, introducing social sales (via Facebook) as means of social commerce for individualized products (car keys).
- Managing marketing innovation processes at BMW Motorrad: creating new aftersales communication and introducing open innovation methods to combine product development and marketing.

TEACHING

- 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 the University of Applied Sciences Chur, Switzerland (Lecturer)
- Motivational psychology at German federal agency (Instructor)
- Criminal law at University of Bayreuth, Germany (Instructor)

GRANTS & AWARDS

- 2014 Member of the Jury for the FAMAB Marketing Award (Category Digital / Cross)
- 2013 HR Excellence Award for the campaign „The Manager’s Call“ for client Siemens
- 2011 InnoCentive Challenge „Games for Health“ Award
- 2003 German National Academic Foundation Fellowship
- 2002 Friedrich Ebert Foundation Fellowship

ORGANIZATIONS

- International Society for Human Ethology
- European Human Behaviour and Evolution Association
- North-Eastern Evolutionary Psychology Society
- Applied Evolutionary Psychology Society

LANGUAGES

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

SERVICE

- 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.

ARTICLES:

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

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

REFERENCES

Nigel Hartley, PhD (research collaborator on the topic of creativity & resilience)
Earl Mountbatten Hospice
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Steffen Roth, Prof. Dr. Dr. (research collaborator on the topic of innovation)
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