



DR. SARAH FRANZ

ASSOCIATE SENIOR LECTURER
GOTHENBURG UNIVERSITY

Contact

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Email
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Expertise

AI-driven business strategy
Digital transformation in manufacturing
Strategic partnerships
International Business
Global supply chain strategy
Enterprise software sales
Cross-functional team leadership
Innovation management
Data-driven decision making

Languages


English
German
Swedish
Spanish

PROFESSIONAL DEVELOPMENT

 Data Science Skills 10/2024 - 03/2025

Massachusetts Institute of Technology (MIT), Remote


- Certificate: No Code AI and Machine Learning: Building Data Science Solutions
- Deep dive into AI, machine learning, neural networks and generative AI
- Ability to build practical AI solutions using different tools
- Develop critical thinking and problem-solving skills required to tackle business problems with AI

 Advanced Pedagogical Skills 01/2025 - 08/ 2026

Gothenburg University, School of Business, Economics and Law, Sweden

- Certificate: Teaching and Learning in Higher Education II (PIL102)
- Ability to analyse, plan, debate, and design university education
- Organisation and planning of courses and modules
- Focus on learning activities, teaching, evaluation, assessment methods
- Development of a course new syllabus according to Bologna process standards

PROFESSIONAL EXPERIENCE

 Associate Senior Lecturer 05/2022 - current

Gothenburg University, School of Business, Economics and Law, Sweden

- Teaching multiple courses on Bachelor's and Master's level on international business, trade, supply chains, industry 4.0 and technological change
- Leading a research consortium on supply chain resilience with major Swedish manufacturing firms
- Supervision of Master theses
- Developing new course modules on AI and business strategy

 Senior Sales Manager Cloud & Database 04/2017 - 07/2017

Oracle, Amsterdam, Netherlands

- Advising key accounts in the German pharmaceutical industry on cloud and database solutions
- Delivering tailored SaaS solutions to enterprise clients, aligning with specific business objectives

 Diverse Roles

RICOH Germany, Hannover, Germany

Business Consultant 05/2010 - 05/2014

- B2B-Sales representative for IT-products and services
- Solution Selling & Share of Wallet analysis
- Realisation of revenue- and earning-targets
- Winning customers in a new sales territory
- Leading international key accounts with multiple countries in scope



DR. SARAH-MARIA FRANZ

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PROFESSIONAL EXPERIENCE



Diverse Roles

RICOH Germany, Hannover, Germany

Regional Coordination Manager

06/2009 - 04/2010

- Managing cross-regional teams conducting comprehensive data analysis at customer sites
- Team leader of more than 50 site survey analysts
- Collection and evaluation of commercial data

Manager International Business

01/2008 - 05/2009

- Project lead of international requests for proposals (RFPs) of international FG500 customers
- Bid management
- Single point of contact to RICOH global services

EDUCATION



PhD Candidate in Economic Geography

09/2017 - 05/2022

Gothenburg University, School of Business, Economics and Law, Sweden

- Research on innovation, the transformation of global value chains and Swedish firms in Asian markets
- PhD Thesis: "The Changing Geography of Innovation", emphasising the role of value chain reconfiguration to tailor products to Asian markets



Master of Science (M.s.c) in International
Business and Trade

09/2014 - 06/2016

Gothenburg University, School of Business, Economics and Law, Sweden

- Winner of the Richard C Malmsten Award for the best Master Thesis 2016 within the IBT program. 'In the Region for the Region' – Tailoring Solutions to the Mid-Segment in Emerging Markets A Case Study of Bühler Bangalore's Mid-Segment Innovations



Bachelor of Arts (B.A.) in Economics and
Tourism

01/2004 - 01/2008

Hochschule Harz, Germany

09/2006 - 07/2007

Exchange semester: Bournemouth University, Great Britain

09/2005 - 12/2005

Exchange semester: Universidad of Deusto, Spain