

# Hans Rusinek

Consultancy, Research & Writing  
for a **Better Working World**

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For a better future we must work better today: As a consultant, researcher, and author I want ensure that the path to the future of work is informed, inclusive and successful. I consult leading corporations on their transformation and I helped establish BCG's Purpose Consulting unit in Europe. In St.Gallen, I am now researching how the world of work is changing – and how organizations have to adapt. As an award-winning author I try to involve society in shaping our shared working world. I also do this as a Fellow at the Club of Rome Germany. Before all of that, I studied economics, philosophy, and politics at the London School of Economics and in Bayreuth.

## Consultancy

● <b>Hans Rusinek</b> 10/2020 – present Hamburg & St. Gallen	<b>Independent Consultant</b> / Bridging Research & Practice for CHRO clients / Clients from automotive, public, and energy sector / HR Strategy, Organizational Transformation, New Work
● <b>Boston Consulting Group</b> 04/2018 – 10/2020 Berlin & Atlanta	<b>Associate Strategy Director (until 4/19: Senior Consultant)</b> / First employee of BrightHouse Berlin, a division of BCG specialized on Organisational Transformation / Helped build the unit in Europe & grew it to 30 employees. / Project management for DAX30 companies at board level
● <b>Sturm und Drang</b> 05/2016 – 04/2018 Hamburg	<b>Strategy Consultant</b> / Boutique Consultancy for human-centered innovation / Project Lead of Welthungerhilfe's Child Growth Monitor, awarded by Microsoft and the UN World Food Program

## Research

● <b>University St. Gallen</b> 10/2020 – 01/2024	<b>Doctoral Researcher IWE-HSG (Prof. Beschoner)</b> / On Organizational Transformation & Meaningful Work / Empirical Research at Volkswagen AG (HR Strategy) / Funded by Konrad Adenauer Foundation
● <b>Fresenius University, Hamburg</b> 10/2021 – present	<b>Lecturer „Navigating the Future of Work“</b> / Teaching a class of postgraduate students
● <b>Respect Research Group</b> 07/2021 – present	<b>Fellow</b> / Multidisciplinary Research Group at Hamburg University

## Writing

● <b>Author &amp; Speaker</b> 10/2023 11/2017 – present	<b>Initiating debates for a better working world</b> / Book (Herder Verlag) to be published at Frankfurt Book Fair / BrandEins, Capital, Personalmagazin, DIE ZEIT, TEDx / awarded „Ludwig Erhard Preis für Wirtschaftspublizistik“
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## Social Engagement

- Club of Rome**  
06/2017 – present  
**Fellow "ThinkTank30"**  
/ Network of German Changemakers  
/ Empowering the world of work to tackle the climate crisis  
/ Engaging with leaders from business and politics
- Transform Magazin**  
08/2013 – 06/2021  
**Co-Founder and Managing Editor**  
/ Advertising-free non-profit "Magazin für das Gute Leben"  
/ Circulation of 10.000, placed on DIE ZEIT-Zukunftsliste  
/ Developing business model, design of formats and events
- Aktion Sühnezeichen, Tel Aviv**  
09/2009 – 10/2010  
**Voluntary Social Year in Israel**  
/ Research Assistant, Program for Jewish-Arab Cooperation, Tel Aviv University  
/ Care assistant for Holocaust survivors at the nursing home Beit Jenny Breuer

## Education

( with a full scholarship from Konrad Adenauer Foundation)

- London School of Economics**  
2014 – 2015  
**MSc. International Relations – with merit (sehr gut)**  
/ Organizational Studies, Global Governance, Policy Analysis  
/ Publication of Master's thesis (Yale) and two papers (London & Nijmegen)  
/ Scholarship Karl Schlecht Foundation for the Academy "Leadership & Personality", Schloss Elmau
- Hasso-Plattner-Institute**  
2014  
**Design Thinking Track (D-School)**  
/ Training in the human-centered approach to innovation
- Universität Bayreuth**  
2010 – 2014  
**B.A. Philosophy & Economics – Grade: 1.6**  
/ Graduating as top 15% of the program  
/ Microeconomics, Game Theory, Strategic Management, Business Ethics, Statistics
- Marmara Universitesi, Istanbul**  
**Tel Aviv University**  
/ Semester Abroad – Business Administration, Summer 2013  
/ Semester Abroad – Philosophy, Winter 2012  
  
/ Project leader of the business symposium "Bayreuther Dialoge" concept, keynote and fundraising of € 12.000
- Droste-Hülshoff Gymnasium**  
2001 – 2009 Düsseldorf  
**Abitur – Grade 1.4**

## Languages

**German** (first language)

**English** (fluent, TOEFL 115)