THIS IS

YOUR KLU

10 YEARS OF AWARD-WINNING TEACHING AND RESEARCH
KLU is located in Hamburg’s vibrant Hafencity.
In just ten years, Kühne Logistics University has succeeded in making a name for itself—in Hamburg and far beyond—in research, teaching and executive education.
DEAR LADIES
AND GENTLEMEN,
DEAR READERS,

Exactly ten years have passed since the founding of my Kühne Logistics University in Hamburg, during which I have closely monitored its development. In particular, I remember the first graduation ceremony in 2012. It was very moving to see how the young people we had trained looked back on their studies with pleasure and pride, while the next step in their careers lay ahead. Ever since, our university’s graduation ceremonies have been special highlights for my wife and me.

In 2010 I decided to create, through my Kühne Foundation, a higher education institution with the goal to increase the attractiveness of global logistics as both an academic discipline and field of research, and to contribute to strengthening Hamburg’s international standing as a research location. The result was Kühne Logistics University, dedicated to research, teaching and executive education in the areas of Logistics, Supply Chain Management and Management, providing, in this way, high-level training for the next generation of managers.

Especially in the past two decades, globalization and digitalization have fundamentally changed logistics, probably more than any other sector. And this transformation is continuing: new, digital business models are establishing themselves in logistics, while artificial intelligence is expanding its scope. At the same time, geopolitical shifts, protectionism and the ongoing coronavirus pandemic are posing new, increasingly complex challenges for efficient logistics as an essential element of global value creation. The COVID-19 crisis has demonstrated the unforeseeable challenges the logistics sector is often confronted with, and the immense pressures under which it is expected to rapidly and efficiently respond. In this regard, managers who have enjoyed an outstanding education are fulfilling crucial roles.

It is my desire that Kühne Logistics University, as a leading international institution, continues to educate managers who not only have the technical and methodological expertise, but are also willing to tackle the challenges of our times, particularly those arising from the diverse and rapid changes in the commercial, industrial and service sectors.

In just ten years, Kühne Logistics University has succeeded in making a name for itself—in Hamburg and far beyond—in research, teaching and executive education, and as a trusted partner for various sectors of the economy. In this anniversary magazine we also take a look back at the milestones and companions that made these achievements possible. Some of them share their views with us.

I would like to take this opportunity to express my heartfelt thanks to all those who have accompanied us on the journey so far; my thanks go to the university management, the faculty, and our current and former students for their valued contributions to Kühne Logistics University’s 10-year success story.

Prof. Dr. h.c. Klaus-Michael Kühne
Founder of Kühne Logistics University and President of the Kühne Foundation
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CLOSING WORDS
Logistics is a sector with a bright future. With digital technologies and alternative drive systems, more efficient and environmentally friendly transport systems can be developed. As a Hanseatic and port city with a long tradition, Hamburg has become one of the largest commercial and logistics hubs in Europe and is shaping the future of the transport sector. Kühne Logistics University is a perfect fit for Hamburg and major contributor to this success. Very best wishes on your 10-year anniversary!

Last but not least COVID-19 has shown us what is important today when it comes to good leadership: people who are courageous, who are prepared to make quick and unconventional decisions, who can (and want to) give orientation, who think outside the box. In short: leaders who not only know how to use their business management tools but are also trained to deal with complex situations. In other words: who have learned to think!

This is exactly what KLU stands for: excellent teaching, interdisciplinary thinking, a close connection between research and teaching, and research that focuses on practical relevance. And for an aspect that will make the decisive difference when it comes to COVID: excellent logistics with resilient supply chains.

Congratulations on your 10th anniversary—and all the best for the next 10 years!

For a 10-year-old, KLU sure knows a lot. Your expertise is in transforming logistics, and the HHLA is also benefitting from it. One example: KLU’s part-time Corporate MBA program, which 12 of our employees are currently enrolled in. Congratulations, KLU!

This is your KLU
10 YEARS OF AWARD-WINNING TEACHING AND RESEARCH

CELEBRATING
10 YEARS OF KLU

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Two decades ago, there were many universities around the world that were researching and teaching on logistics or supply chain management: in Germany, mainly at technical universities, and at various operations departments in the USA. But there were hardly any universities that chiefly focused on commercial logistics and on training top young people in logistics and supply chain management, without neglecting research. It was Klaus-Michael Kühne who, as a logistics entrepreneur, recognized this deficiency and set himself the goal of creating a first-class academic institution, one that now sets standards not only for Hamburg and Germany, but globally, and offers students from all over the world the opportunity to lay the foundation for a career in logistics. The goal, the core of KLU, was thus defined. As the founding president it became my task (together with the colleagues who were with me from the start) to appoint the first professors and to create the structures that would allow KLU to develop and grow. Today we can say: after ten years, KLU has secured a place at the top of the logistics universities, thanks to the commitment of its founder, the dedication of its current president and professors, the chancellor and his dedicated staff, and last but not least: to the growing number of motivated students from around the globe.

Happy 10th Birthday, KLU! The US Consulate General Hamburg is delighted to join you in celebrating “10 years of award-winning teaching and research.” This is an exciting milestone for such a young institution. KLU can look back on an excellent record of accomplishments over the past decade. At the same time, it can look forward to its continued flourishing as a dynamic innovation hub and an inspiring launch pad for future leaders in what enables our trade relationship: transport and logistics. KLU invites and forges global intersections: with its interdisciplinary approach to education and research as well as its international faculty and student body. Its exchange programs enrich our ability to jointly tackle global challenges. With its very location in Hamburg’s Hafencity, it is at once steeped in the Hanseatic and transatlantic traditions of connecting people and markets while also being future-oriented. Congratulations to the KLU community on this special anniversary, and best wishes for its continued success!

My congratulations to KLU! In the course of its first decade, it has become a shining example that reveals the significance of logistics. Also, my heartfelt thanks go to its founder, Klaus-Michael Kühne, for this visionary contribution to our sector!

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DR. WOLFGANG PEINER
Former Finance Secretary of the Free and Hanseatic City of Hamburg, Founding President of Kühne Logistics University

MICHAEL BEHRENDT
Chairman of the Supervisory Board, Hapag-Lloyd AG

DARION AKINS
U.S. Consul General in Hamburg
BUILDING
The task set by founder Klaus-Michael Kühne was clear: to create a university that would offer a new academic “home” for logistics! And it was this challenge that brought together a small team led by founding president Dr. Wolfgang Peiner in an open-plan office in Hamburg’s HafenCity in early 2010. Their goal: to establish a new university “on the green field” and have it up and running by the fall.

In keeping with Antonio Machado’s famous maxim—“Traveler, there is no path. Paths are made by walking.”—the next several months chiefly consisted in starting the journey. What should they call the new university? The name needed to reflect both the institution’s mission and its autonomy, while also conveying a sense of continuity with its predecessor at Hamburg University of Technology, the “Kühne School of Logistics and Management”. Choosing the name “Kühne Logistics University,” or KLU for short, also underscored its innovative status as a logistics university—an identity that remains unique in the academic landscape to this day.

continued on the next page
Four building blocks formed the foundation upon which this identity was to manifest, in the course of the process of receiving official recognition as a “university for logistics and leadership”: the founder’s vision was explained in more concrete terms in the mission statement, while a concept paper provided a point of departure and guidelines for the institution’s development. In this regard, central aspects included its focus on working on and for logistics, the institution’s embeddedness in Hamburg, an international orientation in terms of its structure and reach, and a clear commitment to upholding the highest standards for education and research through an interdisciplinary approach. In turn the “by-laws” defined KLU’s identity in terms of applicable legislation on universities, together with the essentials of its governance, and was agreed upon in close cooperation with the relevant authorities. Lastly, a business plan clearly defined KLU’s financial basis and structures, together with the vital commitment of its sponsor, the Kühne Foundation.

Once these fundamentals had been settled, work could begin on content-related aspects. All of the future university’s functions had to be conceptually clarified and implemented, forcing the founding team to engage in true “multi-tasking.” External experts, who contributed their knowhow to the research and education program, were also essential. One of the most important accomplishments was to establish early on the Program Faculty, a top-notch committee of international academics that contributed important input and offered the new institution the benefit of their reputations. Thanks to their support, the curriculum for the first study program was developed: the “Master in Global Logistics,” which continues to be a success today.

Needless to say, recruiting researchers and students was also vital to a successful start. Risk-takers had to be found who were open for the adventure of teaching or studying at a university still in its infancy. Here, too, the Program Faculty network showed its value: by the time KLU officially opened its doors, two professors and 27 students had joined, making them the true pioneers in its academic operations.

By this time, the project offices were of course no longer sufficient, so a new site had to be found. The goal: to achieve more visibility for KLU with its own building in the HafenCity. Until that was possible, the temporary solution was to use the offices of Germanischer Lloyd. Then, in fall 2013, came the move to the current KLU Building in Großer Grasbrook, home to the “Golden Egg,” our large auditorium, which has since become KLU’s hallmark.

On April 29, 2010 the application for official recognition as a university was submitted to the Free and Hanseatic City of Hamburg’s authorities for science and education. In an unprecedentedly short time, official recognition was granted on September 22 of the same year, paving the way for Kühne Logistics University to commence teaching activities on September 27. After the university’s first decade, we can take a look back at the footprints it has left behind on its path to success. As we can see, it has left a lasting mark on the academic world.
The two most important ingredients for an excellent university are excellent students and excellent professors. Before the start of KLU both ingredients were missing. We—Karl Gernandt, Dr. Wolfgang Peiner and I—were convinced that, in addition to Logistics, Leadership should be the second focus for science and education at KLU. We wanted to offer international students Master’s and Bachelor’s degree programs and, in the long term, the option of completing a doctorate. We had a plan for all this. There was a strong team and, with Wilhelm Pfähler, a committed companion on the sidelines. Above all, there were Klaus-Michael Kühne and the Kühne Foundation, with the strong desire to see an excellent university established, plus the stamina and resolve to implement the plan almost unconditionally, and as long as it took. But two ingredients were still lacking: good professors who could attract good students, and smart students who would appeal to inspiring professors. Where to start? In the beginning this was the classic problem of the chicken or the egg.

We managed to solve it by establishing a Program Faculty consisting of leading scientists in the fields of Logistics, International Economics and Strategic Management. The mentors of KLU from the very beginning came from renowned universities like CEIBS Shanghai, Stanford, ETH Zurich, Georgia Tec, Rotterdam, Frankfurt, Hamburg and Lüneburg. The Program Faculty members were enthusiastic about the entrepreneurial spirit of this ambitious project. With their experience, their networks and their reputations, they helped us to establish the content curriculum, form a network of nine respected partner universities in the USA, Asia and Europe, and—most importantly—to attract excellent candidates to join our faculty, which drew more students to Hamburg.

On September 27, 2010, ten months after getting started, KLU began operations: with 27 carefully selected graduate students from 14 countries, who had enrolled in the M.Sc. Global Logistics program. The first two permanent faculty members, under the direction of Sönke Albers, commenced their duties. Now we could really get started.

It’s great to see that the 2009 plan not only worked out, but the original goals were even surpassed, thanks to the efforts of many dedicated people. My heartfelt congratulations on your 10th anniversary!

I was pleased to be invited to join the original Advisory Board for Kühne Logistics University prior to its launch and subsequently to teach in some of its programs. The idea of creating a leading center of excellence in logistics appealed greatly to me and I have been pleased to see how this innovative project has gone from strength to strength. Now that the importance of logistics and supply chain management is widely recognized across most sectors it is clear that the demand for skilled professionals in this field will continue to grow. KLU can be proud of the role it is playing in providing high-level training and development for tomorrow’s leaders in logistics management.

MARKUS BAUMANNS
Founding Provost of KLU (2009/2010)

SOLVING THE “CHICKEN OR THE EGG” PROBLEM

DR. MARTIN CHRISTOPHER
Member of KLU’s Program Faculty, Emeritus Professor of Marketing & Logistics, Cranfield University
What is the best way to make a new university, and to lead it to excellence? I was convinced that the only way this could work was by quickly gaining reputation. Reputation is what attracts the highest-quality professors and Ph.D. candidates, while the presence of these academics encourages outstanding students to enroll. In addition, Dr. Peiner, KLU’s first president, had let me know that our sponsor, Prof. Dr. h.c. Kühne, didn’t want just another university, but a different kind of university, one that was a breed apart.

You gain a reputation by appointing professors with impressive track records, and especially by demonstrating to the state system that you are just as active in research as other universities. To do so, we had to start finding and appointing professors as soon as possible. The first appointments we made would show the world at large what way the university was heading. Accordingly, our first generation of professors had a unique symbolic function—which is why we invested so much effort into recruiting truly excellent staff. Our focus was on finding professors who had completed training at international universities, but who ultimately favored to live in Germany, and particularly Hamburg. Fortunately,
nearly all of these initial hires developed extremely well, producing high-quality publications, as a result of which, after only a year, there were talks of awarding KLU the right to grant doctoral degrees on a provisional basis.

In keeping with the goal of forming a different kind of university, the classification system for professors used internationally—into Assistant, Associate and Full Professors—was adopted. In addition, we agreed on using their respective academic publications as the basis for hiring, classifying and promoting new faculty members, drawing on a ranking system for top international research journals that I devised. The system is still used today, and ensures that KLU professors are and remain motivated to publish in high-caliber journals, throughout their careers.

Also, from the outset we chose not to use the department chair principle traditionally seen at German universities, which tends to produce chair professors with their own little “kingdoms,” which consist of several assistants and engage in little intra-university communication. Instead, acting on my recommendation, KLU introduced the internationally practiced department system, in which professors focus on teaching and don’t have assistants or secretaries of their own. As a result, our professors engage in far more collaboration, and jointly supervise doctoral candidates.

These guidelines helped set an upward spiral in motion, sparking rapid quantitative and qualitative growth, allowing KLU to quickly establish itself and easily gain certification from the Wissenschaftsrat (German Academic Council) and a recommendation for the right to grant doctoral degrees.

PROF. DR. DR. H.C. SÖNKE ALBERS
first Dean of Research and KLU’s first professor
You can still find them: members of staff who’ve been there from the beginning, who helped overcome the challenge of founding KLU and continue to work here today—the people who keep KLU running and growing, day after day, and shape its future.

Only eight people, a clear mission, and plenty of blood, sweat and tears: that was the start in 2010. “We were a small team, and really had nothing at all to start with: no university, no people, no system—but we were all in the same boat, and everyone helped out with everything. There was a real start-up atmosphere, exciting and inspiring,” says Fabian Berger. Appropriately enough, the team worked in an open-plan office, with (virtually) no doors. Accounting in the morning, planning work for the opening at midday, and focusing on state certification in the afternoon—that was an average workday for just one employee. There was a hands-on feeling, spontaneous decision-making, palpable team spirit—and lofty goals: “Top international business schools were our role models. We didn’t really feel that the university was real yet, even though we were running advertising campaigns worldwide,” Dirk Laschke recalls. “Every time you came to the office, there was something new going on. Everything was highly transparent and incredibly fast-moving,” says Kathrin Storm. And their hard work paid off. Even though, in the beginning, KLU had no building of its own, just a floor of rented office space in Brooktorkai and an advertising banner with the KLU logo, they managed to win over the first students. “We celebrated every single enrollment application that came in; we knew almost all of the candidates personally,” says Susann Linke.

Much has changed at KLU since those days. It has “grown up” and the KLU family has expanded. But these true believers are still there, as is the original spirit: today, KLU still stands for ambitious goals and the courage to make a change.

For months we worked nonstop to convince potential students from all over the world to join a tuition-based program that didn’t even exist yet. We were all in the same boat, literally in the same start-up office, with very little hierarchy, together with through-the-roof enthusiasm. We were doing nothing less than launching a brand-new university. Sure, it was a bumpy road, but we made it!

Finally, we all dressed up, followed the town hall protocol and formally introduced this great, eager, first group of students for Kühne Logistics University, with me calling them on stage, trying to pronounce all their names correctly, ushering in the future of KLU.

With the right team, you can do just about anything. If you can set up a new university, you’d better keep aiming high!

NICOLE WEDELL-VON LEUPOLDT
Recruiting and Program Coordinator
(2010 – 2016)
A conversation with Katja Linda Thamm, Charter Student in the “Master in Global Logistics and Supply Chain Management” program (2010-2012) and since 2019 a doctoral candidate at KLU

Why did you choose the newly founded KLU back in 2010?

I remember Sönke Albers telling us that we were all very brave—and weren’t afraid to take risks. I found that very exciting, because I’d never looked at it that way before. I only had a few doubts before getting started, when it was time to pay the tuition. Back in 2010, the only thing you could find on Google Maps was a large construction site. So I drove to Hamburg to see for myself whether or not there was really a university there. (laughs) I chose the program because of its global orientation. KLU was also the only university in Germany to offer a program with this “supply chain perspective.”

A new town, new university, new people—and you were one of very few students: what was the atmosphere like in your first weeks at KLU?

What was so unique was that everything was so small and intimate. Matriculation took place in the Großer Rathaussaal, and each of us received a certificate from Klaus-Michael Kühne himself. It made you feel very special. Back then, the university was all on the same story of the building, so we all knew one another. Professors from around the globe came to our group’s classroom—we only had one.

The “KLU family spirit” is still alive and well—and is greatly appreciated by students. At KLU you’ll find open doors wherever you look, and we’re on a first-name basis: no matter who I was talking to, I’ve never had the feeling of intruding. Finding that kind of atmosphere at a university is surely unique.

Yes, we definitely felt that we could help shape the university. Back then we were just one group, all in the same program; today there are various programs to choose from. From the outset, KLU wanted to hear our opinions and included us in its development. In one class, Fabian Berger asked us point-blank: If you were in charge, how would you shape the university? There were interviews, feedback sheets—and our input produced direct effects, at least in the following year’s group.

If you could do it over again, would you still choose to study at KLU?

Yes, absolutely. The spirit, the support, the massive network: you grow immensely with the university, and in your own right. Even eight years ago, KLU’s standing was an excellent asset for alumni. My birthday wishes for KLU? Stay just the way you are—and keep growing, but never more than necessary; only as much as you can without compromising quality.
CREATING AN ICON

Two months before taking up my new position as KLU President, I stepped into the university building for the first time. I can still recall the impressive task that was taking place. The dust and noise of a construction site filling the foyer and heavy equipment positioned curved steel beams in this huge space. What I witnessed back then was how what was to become the university’s icon was created—our Golden Egg.

The former SAP training building, which was only ten years old, had been vacated and was up for sale. Being one of the first to be built in HafenCity, it embodied the hope for the development of an entire district. But it still lacked that certain something, a pinch of originality and self-confidence. Under the premise that such a spirit could be added to it, Mr. Kühne chose this building for his university and commissioned the redesign of the spacious atrium to include a bar and two auditoriums.

The steel substructures for the big egg-like auditorium were digitally designed, and the tiles sheathing it represent bits and pixels—representing the basis of our digital communication. The gold tone of the outer material has since become the signature color of KLU. The thought behind it convinced me immediately: Education and knowledge are the new precious metals and source of value of our time.

Thus, KLU’s Golden Egg is more than a special architectural element. It also represents our understanding of the importance of academic training for today’s society. This is why to this day, all print materials and digital presentations from KLU are embroidered with our Golden Egg.

Ceremonial opening of the auditorium and handover of the KLU Building by founder Klaus-Michael Kühne to University President Thomas Ströthotte in the presence of then First Mayor Olaf Scholz.
One week before the opening, the last tiles were applied to the “Golden Egg” and the last remnants of glue were still being cleaned off just hours before the opening ceremony. On opening day, the construction workers were practically still leaving by the back door when the first guests came in through the front—just in time.

ASTRID BÜCHNER
Facility Management

WATCH THE GOLDEN EGG COME TO LIFE

WATCH “KLU: THE CONSTRUCTION OF AN AVANT-GARDE LECTURE HALL” ON YOUTUBE
https://t1p.de/53mi

WATCH “MOVING KLU—A LOGISTICS CHALLENGE” ON YOUTUBE
https://t1p.de/8o29
Over the past ten years, KLU has established a distinctive profile through its specialization in logistics and supply chain management, and has followed a clear moral compass. From its headquarters in the Hafen-City, it has successfully navigated through the international academic discourse, delivering consistently high research performance along the way. Accordingly, receiving certification to grant doctoral degrees from Hamburg’s Senate was a well-deserved distinction. KLU stands out, as the latest rankings confirm, by providing ideal conditions for studying and teaching, and its quality more than meets the business sector’s demands for highly educated young managers. I would like to extend my heartfelt congratulations to the founder of KLU, Professor Kühne; to its President, Professor Strothotte; and to all members of the university on this anniversary, and to wish them every success for the future; may the wind be at your back!

KATHARINA FEGBANK
Second Mayor of the Free and Hanseatic City of Hamburg, and Senator at Hamburg’s Ministry of Science, Research and Equality

It’s a great pleasure for me to see how quickly and successfully KLU has grown in the last ten years. Measured by university standards, ten years really isn’t much time. And that’s what makes KLU so special to me: the young and creative urge to move forward, which quickly opens up current research fields and modern teaching methods—and does so on a solid scientific foundation, without neglecting practical applicability. The results are innovative degree programs and new findings. When a young university develops so successfully in just a decade, it naturally raises certain hopes and expectations for the future: numerous and future-oriented graduates, substantial research advances, and active participation in the social discourse on the future of logistics in Hamburg and far beyond. I have no doubt that KLU will continue to meet these high expectations and enrich Hamburg’s academic landscape for the benefit of the economy and society alike.

PROF. DR.-ING. WOLFGANG KERSTEN
Director of the Institute of Business Logistics and General Management, Hamburg University of Technology (TUHH), and Founding President of the Hamburg/Kühne School of Logistics
KLU is a fantastic place to study and pursue research, and one of the top addresses that Germany has to offer for logistics students and professionals. In everything the KLU think tank produces, you can sense the entrepreneurial spirit of its founder and the dedication of those involved.

PROF. DR.-ING. THOMAS WIMMER
Chairman of the Board, Bundesvereinigung Logistik (BVL) e. V.

Greetings to KLU on its 10th anniversary! KLU appeals to Indian students, as shown by the fact that 20 KLU students came from India last year. KLU is a top university for logistics, supply chain management and leadership, and provides the best possible education to its students. All the best, KLU!

MADAN LAL RAIGAR
Consul General of India in Hamburg

To date, KLU is the only logistics university in the world, and it has an ambitious mission. In its first 10 years, KLU has made tremendous progress toward achieving its goals. It can be particularly proud of the fact that, in university rankings, students consistently give it top marks. And the Kühne Foundation can be very proud of KLU as its “flagship project.”

DR. CHRISTIAN BERTHOLD
Managing Director, Kühne Foundation

HANS-GEORG FREY
Chairman of the Supervisory Board, Jungheinrich AG

KLU is an excellent address for logistics students and logistics researchers alike. For the past 10 years, it has done an exemplary job of combining theory and practice, in close collaboration with the business sector. Its expertise and educational programs will continue to advance our sector. Congratulations on your anniversary!

MADAN LAL RAIGAR
Consul General of India in Hamburg

“
KLU: FACTS, FIGURES AND SUCCESSES

27 students
made up the first class in 2010

59 former and current Ph. D. candidates
at KLU (as of September 2020)

164 researchers from 28 countries
visited KLU during its first decade

1 Head of State
has visited KLU (Carlos Alvarado Quesada, Costa Rica, 2019)

Roughly 1/3 of all KLU graduates
are now working abroad

400 students
(including Ph. D. candidates), more than ever before!
10 facts about KLU

1. dragon boat
   donated by the Pollmann Stiftung and called “ONE FOR ALL”

2. Departments

3. full-time & 1 part-time Master Programs
   are offered at KLU

4. 40 Ph. D.’s
   are currently working on their dissertations at KLU (as of September 2020)

5. 50+ partner universities on 5 continents

6. 6 partner universities
   for KLU Executive Education (6 locations of the ENLoP & NetLoP programs)

7. 74 researchers and faculty members
   (as of June 2020)

8. 8 modules
   make up KLU’s EE Corporate MBA Program

9. 9.7 of 10 stars
   (Studycheck Ranking, KLU ranked number one in Germany)

10. 10 years as a university!
>700 students have successfully completed their studies at KLU since 2010 (including Bachelor, Master, part-time Master and Ph.D. students)

30 third-party-funded research projects have been completed at KLU since 2010

21 third-party-funded research projects are currently underway at KLU

>3,400 guests attended between 2017 and 2020 (as of August 2020)

24 networking events

2010 2011 2012 2013

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<tr>
<td>Spin-off of former “Kühne School of Logistics and Management,” part of TUHH</td>
<td>Start MSc “Global Logistics” (27 students), opening of KLU</td>
<td>1st graduation ceremony</td>
<td>Start MBA “Leadership &amp; SCM” (EE)</td>
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<tr>
<td>Provisional state recognition &amp; accreditation</td>
<td>Start MSc “Management”</td>
<td>Foundation of KLU Executive Education</td>
<td>Start BSc “Business Administration”</td>
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The 4 current holders of a KLU sports scholarship have won 7 medals at European and World Championships (including 3 gold medals) and 21 medals at German Championships (including 11 gold medals) (as of September 2020).

KLU’s University Building is roughly 11,000 m² in area.

>38,000 E-books, >16,000 journals (available online), 26 databases and >8,000 books and other print publications are available at our library.

### FACTS & FIGURES

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<th>Year</th>
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<tr>
<td>2014</td>
<td>1st graduation ceremony for MBA / IPC MBA students</td>
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<tr>
<td>2015</td>
<td>Permanent accreditation by German Science Council</td>
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<tr>
<td>2016/17</td>
<td>Right to award doctoral degrees granted</td>
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<td>8.8.2017</td>
<td>10-year anniversary</td>
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<td>2018</td>
<td>10-year anniversary</td>
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STUDYING PRO 90 THIS IS YOUR KLU
10 YEARS OF AWARD-WINNING TEACHING AND RESEARCH
All students should feel welcome and secure from the outset. To this day, our dedicated teams and various services help them feel right at home on our intercultural campus. And their feedback shows: for many students, KLU is like a second home.
Back in September 2010, when KLU was founded, there was an official ceremony at Hamburg’s venerable City Hall—in a magnificent banquet hall, and including the appointment of the first professors, followed by a formal dinner. It was all very impressive—but it’s not what I remember most about the day: it was also the first contact with our, with “my” students. Some universities can look back on centuries of tradition. But founding a new university is something truly unique. As a rule, the formal founding is preceded by several years spent establishing the structures and administrative processes, and recruiting professors, before the first classes can finally be taught. But it’s different at KLU: from the first day of its existence, students have been directly involved, and at the heart of all we do.

We’ve grown continually since that September, and over the years we have introduced new degree programs and accompanied more and more students to graduation. All of this was only possible by working in close collaboration with our students, through formal and informal feedback, countless one-on-one talks, and active input. This direct connection can also be seen in the extent to which our students associate themselves with the university. They share in every step of its development and drive us to keep going. As such, our high student satisfaction scores are hardly surprising. The numerous prizes, top honors in university rankings, and above all the high percentage of students who would recommend us to a friend, confirm the success of this strategy. At KLU, you aren’t just one small part of an anonymous, mass-production system; you have a name, a face, and a great deal of personal contact. This bond reaches far beyond graduation, regardless of where the next steps in their careers take our alumni. And the careers they pursue are highly diverse, both in the type of work and geographically; from start-ups to major conglomerates, from NGOs to investment banks—there are no “standard alumni” or “uniform careers” at KLU.

Why not? Because of yet another unique aspect that has been part of KLU from the outset: our diversity. From the beginning, KLU has had an international focus, just like our hometown of Hamburg. Our very first group of graduates included representatives from four continents; today, our student body includes more than 50 nationalities. The focus has always been on looking outward, and orientating our goals on the world’s leading businesses. Excellence also counts when it comes to student selection—though we’re not just looking for good students, but for good people, individuals who want to do more than just go with the flow, and who can help form their graduating class into a community for life.

Every fall, before graduation day, my desk is full of thick folders with the graduation certificates inside, and this anniversary year is no exception. As I sign each certificate I read the name and think back to the selection talks, and our first classes together. I feel a sense of pride that another group has successfully graduated, and at the same time am curious to see where the graduates’ lives will take them from here on: there’s a world full of opportunities open to them—and KLU is their gateway.

A LANDMARK: RECEIVING ACCREDITATION FOR A DEGREE PROGRAM

The accreditation of a new degree program is based on an external, neutral quality assessment, making it a central decision-making criterion for students. Consequently, receiving the FIBAA Premium Seal, which is awarded to only 7% of all programs reviewed, was a particular distinction for the KLU Bachelor program in 2018. The quality assessment, which was designed to include every single element of the university, was particularly challenging. After receiving initial accreditation in 2013 the program was fundamentally restructured, e.g. by introducing options for enhanced specialization and flexibility. This step was taken on the basis of numerous rounds of feedback involving students, professors and businesses.
HOW TO CREATE NEW DEGREE PROGRAMS

Ulrike Schulz
Quality and Accreditation Manager

Prof. Alan McKinnon
First Dean of Programs

The creation of the Tricontinent Master program
Three continents, three cultures, three university systems, a wealth of ideas—and the desire to create a new joint degree program: those were the key factors at the very beginning of the Master program in Global Supply Chain Management—affectionately abbreviated TriCon. As Head of the International Office at the time, I was involved in the liaison work for TriCon from an early phase. From the first idea in summer 2014 to the actual launch of the degree program, it would take another three years: filled with discussions, mountains of paperwork, and numerous setbacks, but also with moments in which we could clearly feel we were pursuing a goal that would truly benefit our students.

The creation of the first Bachelor program
To gain full university status, KLU needed a Bachelor program—but in what subject? This was a hotly debated issue back in 2012. Some people argued that, in keeping with the university’s title and mission, it should focus on logistics. Others felt that many students would not want to specialize in a single business discipline so early. In the end, a compromise was reached. We decided that the program would span the broader field of business administration but include a logistics track for those students wanting a more specialized education in the subject. Happily this compromise has served us well, creating a course that both attracts a healthy flow of good applications and achieves high levels of student satisfaction.
Dependability, solidarity and commitment—for me, three of the most important qualities for any university, and ones that KLU already demonstrated in the application phase. The application process was straightforward, and whenever I had a question, the staff was friendly and eager to help. I felt perfectly prepared when I started the Welcome Week, which the university had put plenty of effort into readying for us. It soon became clear to me that openness towards every member of the KLU community was at the top of the university’s priorities, and after just a few weeks I already felt like part of the KLU family, where I still feel comfortable and welcome, day after day.

LEONIE BLOECKER (GERMANY)
B.Sc. Business Administration, Class of 2022

After I obtained my dual Bachelor’s degree in finance and logistics in 2016, I decided to move to Dubai, where I benefited from multiple internships and jobs at leading companies like Henkel and Danzas. However, I always thought about pursuing my studies and getting a Master’s degree in supply chain and logistics, a field that I love. I started checking out programs in France, the UK and Germany, as well as Canada. One day, while doing my research, I found out about KLU Hamburg and thought that not only would the program be interesting, but there might also be opportunities available in Germany to build a strong and successful career in my field. When I got in touch with the university for more information, the student service was very welcoming and answered all my questions, which made my application very smooth and easy. I thought that the first few days would be very challenging, since I was coming to a country where I didn’t know anyone and had to start from scratch. But the first week of orientation was very interesting, as we got the chance to introduce ourselves to each other and the university organized a few activities in order to integrate its new international students. I met some nice people and I really enjoyed it—and the fact that I forgot my suit on day one wasn’t a big deal. In addition, I got to talk to different professors who would be teaching me throughout my program and get in touch with them. They were very welcoming and supportive, especially in terms of our Master’s theses; they said that they would be happy to help. I am sure that my experience at KLU will allow me to enrich my knowledge in different fields and develop my intellectual and social skills, which will prove very helpful in the future—both professionally and personally.

ILIAS MEGOUAR (MOROCCO)
M.Sc. Global Logistics & Supply Chain Management, Class of 2021
I had been working with Kuehne Nagel India for two years and I was keen to expand my knowledge and potential in the field of logistics. It was then that one of my colleagues told me about KLU. I looked up the M.Sc. in Global Logistics and Supply Chain Management program at KLU and found it really interesting and an obvious choice for taking my career in logistics to the next level. I got in touch with some KLU alumni through LinkedIn and the university website. They were very kind and helpful, all to my pleasant surprise. Initially, I had so many questions, like where I would stay, how to open a Blocked account, how to arrange the finances, and how to fulfill the student visa requirements, but with all the support from KLU and the alumni, everything went quite smoothly.

After sending in my application, there was that brief period I spent biting my nails in anticipation of a response. Thankfully, the university replied before long. But the real hustle started after being accepted, when I began my visa process. Finally, I arrived in Hamburg. The Welcome Week started with everyone beautifully dressed in business formals and with smiling faces. It was such a good experience to see students from all around the world, with different educational backgrounds and different experiences.

PRASHIL AGGARWAL (INDIA)
M.Sc. Global Logistics & Supply Chain Management, Class of 2021

I didn’t know enough German to begin my studies and that is when I found out about KLU and its English-language program. But as good as everything sounded so far, there was still the question of eligibility to look into. I’m an international student, and my high school diploma wasn’t considered equivalent to the Abitur.

To my surprise and joy, KLU had its own “Studienkolleg,” known as the Preparation Program and offered entirely in English. This Preparation Program is jointly operated with a college in Berlin and students spend their first year in Berlin and then come to Hamburg for the next three years. I am really thankful for the support I received from the KLU staff during my application process, for all the calls, emails and visits to campus. Not long after I sent my application and completed my interview, I received my letter of acceptance. Definitely a day to remember.

KLU also helped to make my move as smooth as possible. Even though I wasn’t in Hamburg in the beginning, KLU still made me feel like I was already part of the university community. It would always invite me and my Preparation Program classmates to events on campus, and kept in touch with us during our time in Berlin. Looking back, something that makes me really happy to think about is that I received so much support from the Student Recruitment team two years ago and now I’ve become their student assistant and am part of their team, supporting students just like myself.

LAURA GUAGLINI (BRAZIL)
B.Sc. Business Administration, Class of 2022

During the application process I worried most about the English requirements, but in retrospect there was no need to worry. What I remember best about my first weeks at KLU was that the professors knew almost all our names on the first day. That made quite an impression on me!

LESLIE AARON ZIEGLER (GERMANY)
B.Sc. Business Administration, Class of 2021

DURING THE APPLICATION PROCESS I WORRIED MOST ABOUT THE ENGLISH REQUIREMENTS, BUT IN RETROSPECT THERE WAS NO NEED TO WORRY. WHAT I REMEMBER BEST ABOUT MY FIRST WEEKS AT KLU WAS THAT THE PROFESSORS KNEW ALMOST ALL OUR NAMES ON THE FIRST DAY. THAT MADE QUITE AN IMPRESSION ON ME!

MORE INFORMATION ON OUR STUDENT SERVICES
https://t1p.de/do60
“EVERY OPPORTUNITY ALLOWS YOU TO GROW AS A PERSON”

What sets KLU apart from other universities that you know?

Emily: Through the years, you gain much better leadership skills. Every opportunity allows you to grow as a person. The diversity at KLU is great: when I grab a quick coffee or something, I meet new people from all over the world, even my home country. Another plus: the classes are so small that you can have better connections with the professors and you feel less nervous about asking questions.

Jakob: The atmosphere is so international, giving you lots of opportunities to gain insights from other people’s cultures and countries. And another really positive thing: the professors are active researchers, so we get a lot of brand-new insights from their research, and a feel for the latest trends. At my old university, we learned from a book—like in the distant past. There was no knowledge transfer like here at the KLU lectures.

Prof. Himme: I used to teach at public universities with classes of 200 or 300 students. The small classes at KLU are a huge advantage. I now know my students quite well: I know them by name, I know about their backgrounds. You can—in fact you have to—teach in a completely different way in this very interactive atmosphere. And: I have to say that I’ve never worked in a more international setting.

At KLU we have assignments, we have a system to make sure that our students finish in the planned schedule. Students at KLU have many, many choices and can customize their own study program. We want them to choose a specialization. And of course we give them guidance.

How’s the relationship between professors and students at KLU?

Jakob: The professors respond very quickly. You can ask questions during the lecture or right after the lecture—which is possible with 20 students. A small anecdote: we were working on a group project for Prof. Maria Besiou when the coronavirus lockdown began. Since we didn’t know what to do, we decided: “Okay, let’s just send her an email.” We received her reply three minutes later.

Emily: I have an example of personal contact: I was talking with my Economics professor about some political problems in my home country, Bolivia. It was wonderful to see how interested he was and also his tremendous knowledge about the topic.

Prof. Himme: Especially as a relatively young, “startup” university, it’s great to see students who have some drive and want to do some things beyond the classroom. We are obviously open to support students when they have initiatives, not just in the classroom, but also beyond.
How would you describe the community among students at KLU?

Emily: Because the university is so diverse, students at KLU are more aware of the differences between cultures. Coming from a more sensitive culture, we tend to communicate more indirectly, which sometimes could be a problem with more direct cultures. However, when I talk with people at KLU, I feel that they have already dealt with other cultures and are more empathetic.

Jakob: First you know everybody from your degree program, but later from all the other programs, too. And then we have so many events where you can get to know the whole student body. You don’t just know a few people; you know almost everybody.

Prof. Himme: I think many of our students are very motivated. They made a very deliberate decision to come to KLU. It’s a small but nice university, not a big one. So you have to make a conscious choice. What I see today is a very constructive atmosphere at KLU, but there’s always room for improvement—and the students are part of that process.

Could you give an example of students’ initiatives?

Emily: I am part of the student committees UniKonnect and KLU Thinks Big. On one, we bring speakers to the KLU to talk about their careers and future job opportunities; or we visit companies directly. This gives students insights into a given career path: whether this is their dream job or not. On the other committee, we create events that are like TED Talks to give students and professors the chance to discuss any topic that inspires them outside business or logistics.

How’s the support from KLU staff and general services, and the contact to the Executive Board?

Jakob: In the academic senate meetings it doesn’t feel like you’re just a student observer; it feels like you’re part of the Academic Senate and on the same level. In my eyes, there’s not such a big distance between the Executive Board and the students. We even watched the Super Bowl together with the President—from midnight to 4.30 in the morning! We were all a bit tired the next day, but it was worth it.

What do you think is special about your KLU program?

Emily: For me the best part will be my semester abroad. Since it’s mandatory, you don’t “lose” a semester. Second, there are the personal relations that you have with your professors. Third, the university is so open for new things, like my thesis topic, which isn’t management or logistics-specific.

Jakob: The learning processes are more continuous because you usually have class twice a week, and fairly long sessions. And at KLU, you only focus on three subjects and write your exams on them; I really like that approach. The teaching is much more interactive.

How are students involved in research? How’s the contact with practitioners and companies?

Jakob: The professors integrate their latest research in the lectures, which is nice. So you kind of get an idea what they are working on and what their new findings are. At the same time, Ph.D. students help with the lectures, so you also get some insights into what they’re working on. During the lectures, we have many visits from people working for several companies, who explain what they do and describe the company. This puts you in touch with the guest speakers and gives you some insights from a personal perspective on what to do after you’ve finished your studies.
Our graduates’ career paths are as unique as their fingerprints. KLU alumni take different directions after graduation—into logistics, industry, trade, consulting, NGOs or start-ups, and to organizations ranging from local to international. In the following, five KLU alumni share their stories.

**Name**
Eike Simon Langer,
B. Sc. Management, Class of 2016

**Best feature of my degree program**
As the first Bachelor group at KLU, we had a lot of freedom to shape and change things; that’s something you won’t find at many universities!

**Position, Company**
Senior Consultant, Mazars

**How KLU helped me get there**
In my Master program, I focused more on Finance. The basis of knowledge that I gained during my studies at KLU was a major help in my subsequent Master studies.

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**Name**
David Klein,
M. Sc. Global Logistics & Supply Chain Management, Class of 2018

**Position, Company**
Global Sector Executive for Transport & Leisure, KPMG AG

**What’s best about my job**
I have become a sort of “Swiss army knife” for our global solutions in transport and mobility.

**How KLU helped me get there**
There are times when I dearly miss sessions in the “Golden Egg” as well as the KLU spirit of upholding high academic standards while still making everyone feel at home. KLU provided me with the necessary skills and confidence to take on global responsibilities and I am most thankful for the scholarship opportunity that was given to me. Ultimately, it was the involvement in the KLU Start-Up Days that eventually paved the way to my current position, and I couldn’t be more proud to still be part of this great initiative.
THE KLU ALUMNI ASSOCIATION

When KLU graduates receive their diplomas, they become part of the active “KLU Family.” KLU’s alumni community continues to flourish, with more than 1,300 members around the globe. Through events and networking, KLU alumni have the opportunity to make new business connections, exchange professional knowledge, and keep in touch with friends and faculty. In addition, they frequently support current KLU students by sharing career guidance. The highlight event of the year is the “Homecoming” each fall. While typically held at KLU’s Hamburg campus, this year, for the first time, it will be a virtual event, with local homecomings taking place all around the world, including South America, Africa, Asia and Europe.

https://t1p.de/sjrk

STUDYING AT KLU

Name
Kristina Mache,
M.Sc. Global Logistics & Supply Chain Management, Class of 2015

Best feature of my degree program
I enjoyed the intimate international setting.

Position, Company
Senior Project Manager at HILTI

What’s best about my job
Being responsible for a program designing the future distribution network for HILTI in Central Europe, including efficiency and network flexibility projects, scenario-based planning and steering tools, contingency plans, digitalization and state-of-the-art system setups

How KLU helped me get there
High quality education and a degree with a very good reputation

Name
Julia von Massow,
M.Sc. Global Logistics & Supply Chain Management, Class of 2012

Best feature of my degree program
Excellent education in global supply chain management through various lectures and opportunities to study and research abroad

Position, Company
Head of Global Inventory Management, thyssenkrupp Aerospace

How KLU helped me get there
Studying at a Master’s degree level together with my peers from all around the world, teamwork in a very diverse group setting that led to outstanding results. Not only were we able to find synergies in each other’s experiences and ideas, but also to develop a much deeper cultural understanding.

Name
Jan Frahnert,
M.Sc. Global Logistics & Supply Chain Management, Class of 2016

Position, Company
Founder and Managing Director, BOXXPORT.com

What’s best about my job
The ability to rapidly implement new ideas, and to immediately see the impacts of your actions, is something you’ll rarely find outside of a medium-sized enterprise. And that really drives and motivates me. This culminated in my choosing to found a logistics startup, together with a business partner.

How KLU helped me get there
Today I still enjoy and take advantage of the KLU network among us alumni, but also KLU professors’ readiness to lend a helping hand when you have a question or need a piece of advice out in the real world. I’m also regularly in touch with KLU through my company, whether for KLU Start-Up Day, in connection with student trainees, or supporting students with their Master’s theses. And I’m very happy to say that some of my colleagues are also KLU alumni; we stick together.
Logistics is the interdisciplinary field of tomorrow for business and society. Kühne Logistics University was founded with a mission: to shape the future by combining management and logistics. Just 10 years later, KLU can claim impressive successes in education and research, and has become an internationally recognized institution, supported by the strategically and sustainably oriented Kühne Foundation. I would like to express my gratitude for the chance to contribute, along with my best wishes for the future!

PROF. DR.-ING. FRANK STRAUBE
Chair of Logistics, Technische Universität Berlin

Logistics is changing radically—and not exclusively but especially due to the coronavirus pandemic. Digitalization, climate change, and the likelihood that supply chains will change are raising countless new questions. In order to provide our readers answers to these questions, we as professional journalists need access to competent experts who can point out the latest trends, explain key connections and take a look “outside the box” of operational logistics. In other words: scientists and researchers. At Kühne Logistics University we can find the “logistics explainers” we need to tackle questions on the future of logistics.

SEBASTIAN REIMANN
Editor-in-Chief, DVZ
Deutsche Verkehrs-Zeitung

10 years ago, when KLU was founded, I thought to myself: how bold. And: how urgently needed in our largely “unacademic” ecosystem. What I think today: KLU can rightly claim to be an international leader in both logistics research and logistics education. I wish you many more successful years to come!

DR. HANSJÖRG RODI
President Europe Region, Kuehne + Nagel (AG & Co.) KG
Congratulations to Kühne Logistics University—KLU—on its 10th anniversary. The establishment of this highly respected academic institution in 2010 marked a milestone for the German logistics and service industry. Over the past decade, KLU has become a valued source of expertise and research for sector-relevant industries. I have personally attended a number of KLU conferences and had the pleasure to listen to the distinguished speakers, who analyzed diverse aspects of managing supply chains and shipping in Russia and Europe in general. I truly appreciate KLU’s efforts to foster closer ties between our countries and to bring together young professionals from Russia and Germany.

When you look out the window from the KLU Building, you can see far into the HafenCity, and its mix of modern and historical buildings. You can see cargo being loaded and unloaded on some of the docks, and perhaps a cruise ship, but you’ll definitely notice the Elbphilharmonie. There couldn’t be a better location for KLU—a city where various business sectors meet, that has international appeal, and is firmly grounded in the world of logistics. Over the past several years, DVV Media Group has implemented various joint projects with KLU, and we look forward to many more.

ANDREI SHARASHKIN
Consul General of the Russian Federation in Hamburg

OLIVER DETJE
Publishing Director Logistics & Transport, DVV Media Group Hamburg

Happy Birthday, KLU! With your research, international teaching, and training of the excellent workforce of tomorrow, you have been boosting Hamburg’s status as a logistics powerhouse for 10 years. We look forward to continuing our collaboration, dialogue and creative interaction with you!

#CGLATKLU #HAPPYBIRTHDAY #KLU

ROLF HABBEN JANSEN
CEO, Hapag-Lloyd AG

Thanks to its excellence in research, its outstanding international network, and its focus on application-oriented education, Kühne Logistics University represents a unique and fertile ecosystem, where business models for tomorrow’s logistics are being developed and researched. On the occasion of its 10-year anniversary, KLU has shown how well equipped it is to meet the challenges posed by crises, and to make its research and educational activities more innovative, more sustainable and more forward-thinking. We look forward to the continued, intensive collaboration between KLU and the German Eastern Business Association, which is a major win for German business in Eastern Europe.

MICHAEL HARMS
Executive Director, German Eastern Business Association

PROF. DR. PEER WITTMEN
Member of the Executive Board, German Eastern Business Association
FOCUS ON LEADERSHIP
From the outset KLU has been committed to training the next generation of leaders for the logistics sector. What defines good leadership, today and tomorrow? What challenges await our students? We spoke with three managers.

Is there an example of particularly good or bad leadership that especially sticks in your memory?

Victoria Herzog: Relatively early in my career, I had a supervisor who had difficulties trusting employees. So I spent all my time preparing reports instead of solving real problems. Back then I decided that, when I became a manager, I would be the kind who extended trust, was in constant contact with others, and understood what was on my employees’ minds. The kind who was capable of assessing performance, but who first and foremost let people do their jobs.

Karl Gernandt: In an interview for one of my first jobs, I was asked several questions that I simply couldn’t answer. I was extremely frustrated. A few weeks later the interviewer—and the past CEO of Deutsche Bank—called me and said he wanted to work with me. Apparently I was the only interviewee who openly admitted they couldn’t answer the questions. As he explained, he had to be able to trust his people, and to depend on them one hundred percent. To me, this dependability, trust, and being able to realistically judge your own capabilities are important aspects of leadership.

Thomas Strothotte: I was once an assistant to a professor who gave me a tremendous amount of work to do—and kept piling it on. It was simply too much. The next time he tried it I simply declined to do even more, and he immediately accepted my position. He wanted to show me what it’s like to reach your limits and how to say no. In my leadership role today, I try to keep that experience of hitting a wall in the back of my mind, both for myself and for my counterpart.

What most shaped your own career?

Victoria Herzog: In my opinion, the starting point on the road to a leadership position is always technical competence. But on the other hand, you need to make others believe in your ideas and work. Without this ability, it doesn’t matter how good your work is; people will never consider you when it’s time to fill a managerial position. So you also have to be able to sell yourself. Back in 2012/2013, KLU already had the Career Center, where we learned about the elevator pitch concept. It was perfect. I had my core messages in just three sentences, and over the next four years I used them frequently. Even today the core concept of being precise in a few sentences helps me in all kind of meetings.

Thomas Strothotte: It’s definitely important to catch the right people’s attention—either with excellent work or constructive criticism. I received my first appointment as deputy rector because I put the academic senate under intense pressure to update and streamline certain processes—though I wasn’t thinking about my own career at all. Two years later, the rector invited me to become his deputy.
and university with an unshaken sense of self-worth, who will later become well-balanced leaders.

Thomas Strothotte: I think all three of us most likely had role models—a family member, teacher, or someone else we especially admired.

Victoria Herzog: I don’t think the role model aspect is what counts. Someone has to help you believe in your own value. Without that belief, you can’t lead. You have to keep telling yourself that you know what you’re doing, because at some point, nobody else will do it for you.

Thomas Strothotte: For me, there were also a few people along the way who assured me I could make it. That was a tremendous source of strength.

Karl Gernandt: One aspect that we’ve all skillfully ignored is pure luck. That’s why it’s always so hard to say what it really takes to make a career for yourself and become a good leader. You have to be lucky enough for someone else to recognize your potential as a well-balanced person.

Mr. Strothotte, how does KLU support and prepare students for starting their careers?

Thomas Strothotte: Our students complete a systematic career development program that gives them the tools they need for the first phases of their careers. We teach our students to take control of their careers, to find the right roles, not to stumble into ones which they happen to run across. Once there, they are equipped through our leadership classes including role playing in small groups e.g. to discover hidden agendas, or how to deal with stress. In this regard, the people they work with are just as important. Therefore, we make sure to use good role models. After graduating, students can always come back to us, either for advice, or for executive education. But we’ve already given them everything they need to get started.

I think what characterizes all leaders is that they enjoy working, and that, from the outset, they’re not afraid to take on responsibility.

Karl Gernandt
Victoria Herzog: That’s true, we were given the tools we needed, and that also gave me the confidence that I could actually use them in the field. There was a phase in which I could have used some support from here. It was when I was transitioning from being an expert in my field to leading for the first time. I was very fortunate because my company offered the option of working together with an in-house coach, which helped me get through the initial phase. KLU could also offer this type of support as part of its career services.

What’s at the heart of good leadership? Is it a particular mindset, or certain methods?

Victoria Herzog: For the most part it comes down to mindset. Emotional intelligence isn’t something you can learn.

Karl Gernandt: Your mindset is fundamental; it has to be values-based, genuine and intact. When I use my tools on the basis of my mindset, then my leadership is complex, fair and stable, that is, it really covers everything. I wouldn’t want to separate the two.

Thomas Strothotte: After all, neither one can work without the other.

Can a university convey a certain mindset?

Karl Gernandt: The university has to provide role models who actively practice the mindset, for instance, by speaking out on values like equality or plagiarism. I also think the KLU Building, thanks to its aesthetics, reflects and promotes a certain mindset: we’re down to earth and professional, but at the same time, we’re not afraid to show our own excellence. Hence the Golden Egg, not some bland gray box.

Victoria Herzog: I completed that program myself, and there were one or two aspects that I viewed differently. Confidence and trust in myself were things the KLU was definitely able to teach. On the other hand, emotional intelligence, being interested in others to empower them, needs some basis in childhood.

We teach our students to take control of their careers, to find the right roles, not to stumble into ones which they happen to run across.

Thomas Strothotte: Decisions like preparing for the shift from classroom teaching to online teaching had to be made very quickly. Several times we made tough decisions that proved not only to be right but absolutely essential within days. The situation gave me an
additional shot of courage to make the necessary decisions. It gave me more confidence, for crisis and non-crisis situations alike.

Karl Gernandt: I’m one of those people who welcome crises because they pose a new challenge, and because they often make you deliver better performance than usual. For me, the crisis didn’t just demand courage; it also gave me a sense of humility to see the “black swan” appear twice in just ten years: first the financial crash, and now the pandemic. It showed me that we needed to integrate our adaptability much more intensively into our day-to-day work. That we should have the humility to recognize that nothing lasts forever. That we should tell ourselves again and again: I have the analytical skills, the ability to make decisions, and the strength of my team, and that gives me the courage to soldier on. Courage is rewarded, when it follows humility. Otherwise you become inflexible, and simply go through the motions.

Did you lead differently during the crisis?

Karl Gernandt: Yes, in a much more person-oriented way. In the beginning, we were spending twelve hours a day in Zoom conferences. In the past, it was very rare for me to spend twelve solid hours just talking with people. But the crisis provided a space for my own need to exchange thoughts with others, and for their need to do the same. I also realized how much time we previously used inefficiently, say, on planning for business trips. At K+N we started putting even more focus on the team in our day-to-day business. Hopefully it will stay that way.

Thomas Strothotte: I communicated more and in-house to transparently inform all members of staff concerning strategic and operational issues, as well as decisions made by the university administration. I think this intensified communication was important in terms of motivation and helping us all pool our resources, and was well-received. It’s a practice I intend to keep.

Women are often damned good at their jobs, but have difficulties showing it. So I assume the challenge is less based on gender but more on personal standing.

Victoria Herzog: The combination of personal and professional challenges confronted me with some new issues. Until then, I’d had a team that left all of their personal problems at the office door. But now people were worried. Suddenly their children were back home all day; no one knew what was going on. Some employees had partners who had been put on reduced working hours. And not only did they have all of these problems to deal with, they had to do it while working from home. This showed me once again the need to take employees’ personal emotional states more into account.

Let’s talk a bit about leadership and gender. How would you respond to the claim that women face tougher challenges than their male counterparts?

Victoria Herzog: I don’t think that’s true. I think if you deliver the same performance and communicate just as well, you’ll get just as far. Women are often damned good at their jobs, but have difficulties showing it. So I assume the challenge is less based on gender but more on personal standing, which is often based on the things you’ve been told in childhood. And honestly, even today you hear parents telling their daughters not to try something challenging because it’s too dangerous. Guess how those daughters will respond to challenges once they’re grown.

Karl Gernandt: Of course I’m a bit biased because I’m seen as an “old white male” and also represent fields of business that don’t stand for a healthy balance of female and male managers. As a father with three daughters, I’ve also been intensively involved in this discussion outside the office. I think there are still many areas where women have a harder time, and it pains me to see that. I ask myself: How can we change this? Back in my day, equality wasn’t even an issue. Today you can find at the university or in working life 40 nationalities in one room, in other words, people now have a completely different attitude towards culture and skin color, and there are virtually just as many women as men. That gives me hope that, with the help of more focused training on equality issues, this choice for women—family or career—will someday be a thing of the past.

Victoria Herzog: Let me tell you something that may surprise you. I work a 30-hour week, have a young daughter, and still manage it all. And a man could
leadership makes KLU

All of a sudden we have a pandemic on our hands, and have to find concrete solutions. This need for adaptability will massively shape our business over the next ten years. In other words, we have to be prepared to discard old practices and focus on how companies can be structured with this flexibility in mind.

The third factor is leadership. This university has to be aware that leadership is what lends value to logistics. If there’s no one holding the reins and things are left to chance, efficiency gains simply won’t be produced.

Thomas Strothotte: By women, other men, or managers?

Victoria Herzog: I heard negative comments at all levels, and from both sexes. To me that’s a clear sign that it’s not about whether I’m a woman or man; it’s about what life model I choose. But it is doable; I promise you.

In 2020 KLU is celebrating its 10-year anniversary. In your opinion, which challenges and trends will shape logistics, and leadership questions, in the next 10 years?

Karl Gernandt: In my view, the major trends in logistics involve digitalization, the necessary degree of flexibility, and leadership. Instead of the predictable processes we saw in the past, now we’re dealing with individualized processes.

All of a sudden we have a pandemic on our hands, and have to find concrete solutions. This need for adaptability will massively shape our business over the next ten years. In other words, we have to be prepared to discard old practices and focus on how companies can be structured with this flexibility in mind. The third factor is leadership. This university has to be aware that leadership is what lends value to logistics. If there’s no one holding the reins and things are left to chance, efficiency gains simply won’t be produced.

Thomas Strothotte: But “efficiency” in the future won’t be the same as in the past. Cost functions will become more complex, with government policy precipitating changes in social behavior and thus also logistics. Local production and distribution will become more important, affecting transportation, logistics and supply chain management.

Victoria Herzog: I would add sustainability. The Fridays for Future generation are tomorrow’s customers, and they have very different needs from what’s currently offered. But we have to start making the right choices for tomorrow, today. Creating a sustainable supply chain from scratch takes time. Plus, decision-makers have to be convinced of the need to do so.

Thomas Strothotte: This September KLU will open a new research center for sustainable logistics and supply chains. We’ll also be appointing two new professors in this area, and are making plans for a new degree program. We want to be in the driver’s seat in this development.

How will KLU continue to evolve?

Thomas Strothotte: In our first 10 years, we focused on our impact in academia through rigorous, fundamental research. We’ve built up a very solid reputation in this regard. Indeed, in a number of areas, I am proud to say that our professors are becoming thought leaders on an international level. We will continue to go down this path. But we are now in a position to use this as a basis for affecting change in practice. The more advanced we have become in academic research, the wider the gap we see to what is happening in practice. We feel a calling to help close this gap by increasing our research-based outreach. For example, we are currently introducing the concept of “Professors of Practice,” faculty members whose primary task it will be to work closely with industry to help solve pressing problems through innovative solutions. We want to create more of a continuum between the education of our students and the fundamental research of our faculty. There’s a lot of relevant space there which is waiting to be filled to help shape logistics through leadership. Filling this space is an exciting challenge for the years to come!

MORE INFORMATION
See interview video series:
Three executives on good leadership
- https://youtu.be/yiL_xe2jks
- challenges in the COVID-19 crisis
- https://youtu.be/16-pO58a_7I
- becoming an executive by studying at KLU
- https://youtu.be/dABXQyN1-GY
There are so many qualities that I saw firsthand during my study abroad in Iceland: being open-minded, balanced, dynamic, friendly, supportive, funny, diverse, multifaceted, international, special, unique and impressive—all just like KLU! Thanks for making it possible! Happy 10th birthday!

LISA TANK
M.Sc. Global Logistics & Supply Chain Management, Class of 2020

KLU offers the most vibrant and diverse exchange experience, from its selection of phenomenal teaching staff that provide close and intimate classes to the luxurious environment besides Hamburg’s iconic port setting. All staff and students began to feel like a close-knit community who always supported one another.

FELIX BOTTOMLEY
B.Sc. Business Administration, Exchange Student 2019/2020, Great Britain

Founded from scratch in 2010, it has always been KLU’s ambition to become a truly international place: a local university with global reach, open and welcoming for people from all continents and cultures. Now, just ten years later, KLU is proud of its growing connections to the world—from eminent academic institutions to leading researchers, and the countless students that have come to KLU from abroad. Here you’ll find a snapshot of KLU’s global connections, which will grow further over time.

My time at KLU and at Koç University (Turkey) has not only provided me with a comprehensive grasp of economic issues, but has also shown me personally new and different perspectives and new realities.

JASMIN WREDE
M.Sc. Management, Class of 2020

Spending a semester abroad at The Ohio State University, which is home to nearly 60,000 students—this contrast was the perfect complement to my studies at KLU.

PAUL JORDAN
B.Sc. Business Administration, Class of 2021

GROWING CONNECTIONS
KLU taught me to look at supply chains from a global and multidimensional perspective, while studying in an international ecosystem. I’m indebted to all the staff and faculty for their compassionate support and making me feel home here at KLU and in Hamburg.

“VEEKSHITH RAVIKUMAR
M.Sc. Global Logistics & Supply Chain Management, Class of 2021”

The study and living experience at KLU is one of my happiest and most valuable experiences in the past 25 years. I really appreciate the help provided by the KLU administration office, from accommodation to study. I have made friends with people from ten different countries and successfully adapted to a new culture. I’ve also learned that the best way to help others is to enrich your study and life experience and then try to give others help when they need it.

“MA TIANJIA
M.Sc. Global Supply Chain Management (Tricontinent), Class of 2020”

For me, KLU is like a home far away from home. This is my first international educational experience, and it has been a wonderful journey. Here everyone feels included, and no one feels like a foreigner. We have grown into a family. I’m so glad that I made the choice to be a part of KLU.

“LOKSASKHINI THIRUNAVAKARASU
M.Sc. Global Logistics & Supply Chain Management, Class of 2020”

For me, KLU means family, growth and finding myself. The first thought that I had of KLU when we had our tour was “it’s too small, maybe we’re still missing another building,” but it’s really impressive how much wonder you can find inside it. In KLU I met friends that I can call family, I became proud of myself and the things I achieved over there, such as bringing KLUney to life. Also I discovered that there’s a uni that I love even more than my home university, and I can say that’s a lot. KLU gave me so much during just one semester, but it also left me with a huge desire to come back. So, see you soon and I wish you a happy 10th anniversary.

“MONTSERRAT GAYTÁN GUTIÉRREZ
B.Sc. Business Administration, Exchange Student 2018/19, Mexico”
Happy 10th birthday to all the students, faculty and staff of KLU! It is impressive to see all that you have accomplished over the years. My students and I greatly appreciate the quality of the logistics study trips you host for us. Looking forward to our continued relationship. All the best!

PROF. MICHAEL KNEMEYER
The Ohio State University

Thanks to its study programs, international professorship and outstanding research, KLU is a beacon in the university and research landscape. In this spirit I would like to congratulate KLU on its 10th anniversary and look forward to a successful future cooperation.

PROF. GORDON WILMSMEIER
Universidad de los Andes
We are proud that we’ve been a partner of KLU since its foundation. KLU is a very relevant university and we’re looking forward to further enhancing our collaboration and expanding the exchanges between our universities in the future. We wish you all the best and every success!

DR. ALEJANDRA MARÍA VILALTA PERDOMO
Tecnológico de Monterrey
In the age of digitalization, start-ups can make it to the Fortune Global 500 within 20 years. In research, 10 years is hardly half a generation of professors. In this respect the rise of KLU to become a prominent university is truly outstanding. I would like to thank Klaus-Michael and all those who have put their hearts and minds into making KLU a success.

PROF. DR. SEBASTIAN KUMMER
Head of the Institute for Transport and Logistics Management, Wirtschaftsuniversität Wien, and NetLoP partner

We would like to express our heartfelt congratulations to everyone at KLU on this auspicious 10th anniversary celebration. It is hard to believe that you have achieved so much within only 10 years. Now KLU has become a highly recognized rising star for nurturing professional logistics talents in Germany and beyond, all of which are inseparable from the visionary and insightful principles of the Kuehne Foundation.

PROF. DR. JIAZHEN HUO
Academic Director of the Tricontinent Program, Chairman of the Advisory Board of SEM

PROF. DR. SONG CHEN
Deputy Dean for Int’l Relations, School of Economics and Management, Tongji University

Over the past six years, KLU has grown to become one of our most important international partners across a wide range of programs including the innovative Tricontinent MS-SCM. We rarely find an international university that shares our DNA to deeply impact the profession through a combination of high-quality teaching and research, coupled with unparalleled relevance to industry. In KLU, we feel as though we have found family in another country, and we immensely enjoy working together to shape our rapidly developing field. On behalf of our Dean and faculty, happy birthday, KLU! Best wishes for great things to come during your teenage years.

SHAY D. SCOTT, PH. D.
University of Tennessee
For the first time this year, our Bachelor students went abroad. The semester abroad is compulsory in the Bachelor program. The number of incoming/outgoing students from the years 2010–2014 was based on the applications submitted. Starting in 2015 onward, the number of actual stays abroad was recorded.
10 YEARS OF AWARD-WINNING TEACHING AND RESEARCH

FACULTY & RESEARCH
KLU’s vision is to be the university for Logistics and Leadership, promoting economic development and social prosperity around the world through focused research and education. It is our mission to enhance the status and increase the understanding of logistics and leadership in research and education, in industry and society. As we move into an increasingly digital era, the role of logistics and supply chain management is becoming more and more important. Climate change and pandemics like COVID-19 pose major threats to supply chains, though they can also create new opportunities for the logistics sector. KLU, with its interdisciplinary and international faculty, strives for research excellence in logistics, transportation, supply chain management, and business topics like leadership, accounting, marketing, innovation, finance, strategy and human resource management.

We believe that research should produce a lasting impact on academia, industry and government alike. It influences the academic community by expanding the available body of knowledge, creating new schools of thought, shaping the thinking of other academics, devising and refining analytical tools, and providing students with new insights they will need in their future careers.

\[\text{continued on the next page}\]
Its impact can be more direct on business practices, society and the environment, through industrial applications and the decision-making support it offers for public policymakers and corporate managers. A major part of our research is conducted with industrial partners seeking practical advice at both the operational and strategic level. Many of them also take part in our executive education programs to learn firsthand from professors who have conducted the research and are willing to share their findings on a range of business-related topics.

KLÜ’s research is impactful, and recognized by our colleagues around the world as upholding a high standard. We achieve this through our dedicated faculty, the unique design of our Ph.D. program, and our strong focus on interdisciplinary learning.

FOR KLÜ, which was conceived from the outset as a very different type of German university, the standard international system that differentiates between Assistant, Associate and Full Professors—depending on qualifications—was introduced. To make this approach work, the initial requirements for applicants had to be specified, as well as the requirements for promotion. Since suitable committees were initially only partly in place, what was needed were rankings of the most important journals, so that the quality of the professors’ publications could be assessed. There were plenty of rankings to choose from, but which should be used? The German ranking list Jourqual was not internationally recognized. The Erasmus Journal List was more selective and respected, but was generally considered to have a slight bias in favor of European magazines. The University of Dallas List only included 24 leading journals and did not divide them into categories, although it was widely used at America’s leading universities. And then there was the Top 50 list of influential journals released by the Financial Times, which was based on evaluations from the deans of prominent business schools. In situations like this, it is always wise to combine as many assessments as possible, so as to avoid a bias for or against certain journals. I employed an algorithm to prepare a list that is still used today, and ensures that KLÜ professors are motivated to produce first-class publications.

HOW KLÜ ASSESSES RESEARCHERS

For organizations like KLÜ you also need a system that provides transparency with regard to its promotion and hiring policies. Accordingly, the publications-based requirements had to be adapted to the three levels of professorship. Essentially, candidates needed to have at least one publication in an “A+” journal and two publications in “A” journals in order to become an Associate Professor, and twice that number of publications in order to become a Full Professor. This policy was also a clear signal that KLÜ was focused on pursuing excellence, an aspect that was especially important in making KLÜ a respected university.

These guidelines helped set an upward spiral in motion, sparking rapid quantitative and qualitative growth, allowing KLÜ to quickly establish itself and easily gain certification from the Wissenschaftsrat (German Academic Council) and a recommendation for the right to confer doctoral degrees.
THE RIGHT TO GRANT PH. D.’S

As of the beginning of 2016, KLU’s Executive Board expressed the desire to apply for the right to award doctorates at an earlier stage than planned. Therefore, a so-called compact procedure was initiated at short notice, and all relevant documentation was compiled within a few months and submitted to the Wissenschaftsrat (German Academic Council) in June 2016. After an on-site audit at the beginning of November, during which we had to prove our ability to educate doctoral students, we were granted the right to award doctorates in September 2017.

With this step KLU, as a research-oriented university with the goal of producing young academics, reached another important milestone. In March 2018, we were very proud to send off our first doctoral student with a KLU degree. To date, 19 doctoral students have graduated from KLU since its founding in 2010, 15 of them with a degree from one of KLU’s respected partner universities and four of them with a degree from KLU itself.

THE KLU PH. D. PROGRAM: NEW IDEAS FOR A CHANGING WORLD

KLU’s four-year Ph. D. program mainly consists of independent research closely accompanied by two academic supervisors from the KLU faculty, encompassing a wide range of social science and business disciplines. The interim evaluation after 12 to 16 months represents an important milestone. Some coursework is required, including courses taken at KLU, courses taken at partner universities and broader networks, and relevant skills training. The course program is tailored to each student’s specific focus.

All doctoral candidates are actively involved in research projects pursued by KLU’s faculty. Upon successful completion of the program, they obtain the German degree Doctor of Business, Economics, or the Social Sciences / Business Sciences (Dr. rer. pol.); or the international degree Doctor of Philosophy in Management (Ph. D.). Publishing their findings in prominent academic journals is an important goal.

IT’S DONE!

Florian Badorf successfully defended his dissertation on March 8, 2018. Florian was the first Ph. D. candidate to be awarded one of KLU’s very own titles. Prof. Christian Barrot, chair of the dissertation committee, and Ph. D. supervisor Prof. Kai Hoberg congratulated Florian on his achievements.

Since then, three more doctoral students have graduated with a KLU degree: Ole Hansen, Mojtaba Salem and Jakob Heinen.

Moreover, 15 doctoral students have graduated from KLU with a degree from one of its partner universities: Chuanwen Dong, Thomas Fandrich, Christoph Flöthmann, Daniel Glaser, Marcus Griefer, Vasileios Kosmas, Michael Langmaack (née Riechert), Jannik Meyners, Christina Mölders, Susan Reh, Olga Senicheva (née Rusyaeva), Sebastian Steinker, Laura Turrini, Kristoph Ullrich and Catherina Vogt (née Decker).
How can we improve...?
How can we better understand...?

How can we reorganize...?
Why...?

What is the core of...?
What is the future of...?
What is the future of...?

What is the core of...?
KLU’s research into innovation and marketing very much centers on the digitalization of business and its impact on new product development, marketing strategies, and marketing technologies for value creation. As supply chains have to accommodate more and more digital products, the marketing of these products, as well as the nature of customer acquisition and retention, is changing. KLU’s innovation and marketing team has made considerable contributions in e.g. disruptive digital innovations, recommender systems, customer relationship management, the valuation of intangibles, measuring marketing performance, and the democratization of innovation. Their findings have proven to be highly valuable for the logistics sector, which is currently undergoing a sweeping digital transformation.
I love the atmosphere of teaching, learning and of pushing the boundaries of what we know.

"JOURNAL OF MARKETING: “SEEDING STRATEGIES FOR VIRAL MARKETING: AN EMPIRICAL COMPARISON”

2011

KLU Faculty
Prof. Christian Barrot and Prof. Jan Becker

https://t1p.de/3lcf

Description
This article has changed the way we think about marketing and made a lasting impact on the professional discourse. Co-authored with Professors Oliver Hinz and Bernd Skiera from the University of Frankfurt, Barrot and Becker investigated the best strategies for making marketing campaigns go viral, and were the first to introduce an empirical approach. They combined a lab experiment, field experiment and the analysis of transaction data, drawn from a real-world viral marketing campaign involving more than 200,000 customers from a mobile phone service provider.
Leadership research at KLU addresses a wide range of related challenges. The vision of leadership developed by the KLU faculty chiefly focuses on emotions, values, communication and ethical behavior in leadership. It also considers the specificities of the logistics sector, its goal being to make leaders better people and decision-makers that can drive innovation and change in the industry.

I can constantly learn and have the continuous challenge of discovering new areas.

"
How can organizations deal with cultural diversity and make it a benefit?

ACADEMY OF MANAGEMENT REVIEW: “RESPECTFUL INQUIRY: A MOTIVATIONAL ACCOUNT OF LEADING THROUGH ASKING QUESTIONS AND LISTENING”
2018
KLU Faculty
Prof. Niels Van Quaquebeke
https://t1p.de/oigd

Description
In their study published in the top theoretical management journal The Academy of Management Review, Professor Niels Van Quaquebeke and Associate Professor Will Felps depart from the popular narrative that managers should tell and sell. Instead, they develop an account of motivating employees through asking open questions and listening. They define this behavior as respectful inquiry and outline how it accommodates three basic psychological needs shared by all people: autonomy, competence, and belonging. By asking and listening, we send three meta-messages that cater to those needs: You are in control. You are worth listening to. I care about you. In combination, the satisfaction of the three basic psychological needs then leads to intrinsic motivation, and in turn to increased performance and more willingness to stay at a company. Paradoxically, however, the authors find that leaders engage least in respectful inquiry when it would be most beneficial to them.
LU’s research in logistics runs the gamut of logistics topics, from suppliers to retailers. Many logistics activities are initiated by the supply chain and operations decisions made by shippers. Accordingly, KLU’s research addresses the strategic choices that shippers make in their global and complex supply chains, such as modal choices and the introduction of new technologies such as 3D printing, virtual reality in user interfaces, and process mining, even in times of crisis. To do so, it leverages numerous data-driven analytic and optimization methodologies.
Additive manufacturing (3D printing) can be an opportunity for spare parts operations to reduce inventories and enhance the responsiveness of their supply chains. Prof. Kai Hoberg and Dr. Jakob Heinen examined demand and inventory-related data on a portfolio of over 57,000 spare parts to investigate from an operations perspective the systematic shift from traditional to additive manufacturing. For example, they found that even when production costs are four times higher in comparison to traditional manufacturing technologies, additive manufacturing can be a viable alternative for over 8% of all spare part types. This share represents only 2% of the total units supplied. The publication was listed among the top 10% most downloaded papers from the Journal of Operations Management in 2019.
Logistics activities make a significant contribution to global warming, local air pollution and other environmental problems. Consequently, several KLU research projects have examined the nature and scale of these environmental impacts and the options for reducing them. In this regard, KLU also focuses on the management of waste in the supply chain and opportunities for applying the circular economy concept. This work on sustainability-related issues is pursued in close collaboration with companies, trade bodies and international organizations.

For me, what sets KLU apart is the quality research that is highly relevant for society.

"
The greatest challenge facing mankind is climate change. For me, this is more than just an academic subject.
LOGISTICS is crucial for the deployment of resources in humanitarian crises, and for tackling global challenges like poverty and famine, especially in developing countries. KLU has engaged in several funded projects on food supply chains and has partnered for many years with HELP Logistics to drive research, education, and innovation in this area. We are also engaged in interdisciplinary research, to better grasp e.g. how to improve quality of life for those working under difficult conditions, or what characteristics the leaders of humanitarian organizations and military leaders should possess.

REPORT BY HELP LOGISTICS AG, LOGISTICS CLUSTER AND PARTNERS, AND KLU: DELIVERING IN A MOVING WORLD 2015–2016

KLU Faculty
Prof. Maria Besiou
https://t1p.de/6odh

DESCRIPTION
The Humanitarian Supply Chain (HSC), which represents between 60 and 80 percent of all humanitarian expenditures, is the backbone of humanitarian operations and its functions are vital to reaching beneficiary populations. In May 2016, the international community gathered at the World Humanitarian Summit (WHS) with the purpose of providing “better, safer and more efficient aid.” For their report, the researchers posed six main questions and provided recommendations for implementation based on humanitarian response case studies, including the Nepal earthquake response, the West Africa Ebola outbreak, and Super Typhoon Haiyan.

FUNDING PROJECT
SECURITY IN FOOD PRODUCTION AND LOGISTICS WITH DISTRIBUTED LEDGER TECHNOLOGY—NUTRISAFE (BMFB) 2019–2021
KLU Faculty
Prof. Hanno Friedrich
https://t1p.de/5pcc

DESCRIPTION
As a research partner in a German-Austrian collaboration, KLU is working to make food production and its logistics safer via “Distributed Ledger Technology” (DLT). Funded by Germany’s Federal Ministry of Education and Research, the KLU subproject focuses on the Hamburg Region. Its goal is to analyze the resiliency of the food supply chain and explore the potential for increasing transparency in regional and organic food supply. This aspect is examined through empirical analysis of organic food consumption in Hamburg.

SPOTLIGHT ON OUR PH.D. CANDIDATES ++ ERIK ESSINK ++ TEDROS HAGOS GEBRAY ++
The most motivating thing about my work is its tremendous impact on human lives—especially today, with so many disasters taking place around the globe.

In view of the ever-increasing humanitarian needs and the growing funding gap, actors in the humanitarian community must investigate new and different ways of operating, so as to ultimately achieve more with less. The study analyzed the expenditures of five organizations in 23 emergency operations between 2005 and 2018, and found that an average of 73% of the total expenditures was spent in the supply chain. It follows that efficiency must be boosted here if the humanitarian community is to effectively meet growing needs through preparedness with unchanged resources.
The CHE University Ranking 2020/21 rated Kühne Logistics University among the very best of the best German universities. KLU received top marks in the following categories: Academic Studies and Teaching, International Orientation, and Job Market and Career Orientation.
Out of 200 competing universities, KLU took second place among all private universities and made the top 20 (No. 19) in the overall ranking. In terms of research output per professor, KLU came in first among all private universities and seventh in the overall ranking 2019.
KLU brings together in Hamburg students from around the globe with a passion for logistics. Thanks to the professors’ diverse types of expertise, and working in close cooperation with companies from various sectors, it offers varied and practice-based degree programs—which optimally prepare students for the challenges they will face in the business world.

MARCO WAGNER
Member of the Board of Management & HR Director, Airbus Commercial

For most universities, ten years is likely fairly young. But for an academic institute that blazes new trails; that rapidly implements what other universities only consider; that doesn’t have to reinvent itself because it’s been modern, contemporary or even ahead of its time, not to mention international, from the beginning; for a university like that, ten years represent a milestone in modern education. As a company and partner of KLU, we profit from our students’ new, innovative and international ideas. What’s most important to us, however, is that our students head to the HafenCity with a smile on their lips, because they simply enjoy studying there.

MARTIN ARAMAN
CEO, Sovereign Speed

10 years of KLU: 3,650 days characterized by dynamism, internationality and success. KLU is a windfall for German and international business alike, because it is training the next generation of managers, who are urgently needed for our globally linked logistics and commercial enterprises. An excellent education, ties to practice, and an unprecedented focus on logistics and management. The close bonds between KLU and AGA are based on active exchanges and concrete projects, as the jointly developed concept for the Summer School has impressively shown, year after year. My wish for KLU is that it continues its successful work, and continues to advance the logistics world!

VOLKER TSCHIRCH
CEO, AGA Unternehmensverband Großhandel, Außenhandel, Dienstleistung e. V.
On KLU’s 10-year jubilee: CONGRATULATIONS! I have the highest respect for what you have achieved to date and would like to express my best wishes for the future. With a focus on logistics, KLU stands for top-notch academic rigor with a strong focus on practical application. Its innovative and international character make KLU a shining star among academic institutions.

DR. THOMAS STAHELIN
Member of the Supervisory Board of KLU

As a lecturer I am very impressed by the combination of academic excellence and lived practical relevance that KLU represents. For some years now, graduates of the DHBW Lorrach have been successfully continuing their studies in Hamburg. I would like to congratulate KLU on its 10th anniversary!

PROF. DR. JOACHIM SCHÄFER
Director of Transport & Logistics Study Programs, Duale Hochschule Baden-Württemberg

Thanks to its excellence in research and education, in the Hamburg Metropolitan Region KLU is a lighthouse for logistics with international reach. It stands for openness, global collaboration and outstanding academic performance. Moreover, the link to practice can be seen in all KLU activities, as a core component of its DNA.

PROF. DR. PEER WITTEN
Vice-Chairman Supervisory Board, Executive Board of Logistik-Initiative Hamburg e.V. and Chairman Board of Curators

I’d like to congratulate KLU on the occasion of its 10th anniversary—10 successful years of dedication, continuously striving for excellence and developing into a top of the class university for Logistics and Supply Chain Management. Especially in today’s global and challenging times, efficient and sustainable supply chain management is more important than ever. I appreciate KLU’s international focus and especially the continuous inclusion of several Mexican students and intended cooperation with Mexican universities, thus, contributing to the traditional and long-lasting close relationship between the City of Hamburg with its port and Mexico as an important overseas market and partner. I wish KLU all the best for their mission and future!

HANS-CHRISTIAN SIEVERS
Consul Honorio de los Estados Unidos Mexicanos

KLU is an internationally respected university for funding bodies, and offers outstanding options and conditions for students. For us, it symbolizes openness to the world, a sense of modernity, and above all, a passion for logistics. We are delighted to have KLU as a strong partner, and extend our sincere congratulations on its anniversary.

ANDREAS JANSEN
Senior Vice President Global Human Resources, Jungheinrich AG, and Chairman of the Board of Dr. Friedrich Jungheinrich Foundation
EXECUTIVE
In today’s world, understanding logistics and supply chain processes is a key component of business success. Managers and industry professionals must address supply chain challenges on a daily basis—and, at KLU, they profit from fresh ideas and our international networks.
THINKING OUTSIDE THE BOX

WELCOME TO THE KLU FAMILY!
We combine state-of-the-art research from our faculty and practical insights from industry in cutting-edge educational programs for practitioners.

This constant exchange with our alumni, whether on a professional or personal level, lends KLU’s EE programs a special character and contributes to a feeling of family and lifelong value. So we are very much looking forward to the next 10 years of KLU EE and to keeping in touch with our alumni as they continue their professional journeys!

DID YOU KNOW?
Simply tailor-made: from the outset, KLU has supported the training and continuing education of managers and industry professionals whose work involves the dynamic logistics and supply chain processes that are found in all organizations. In the context of our Executive Education portfolio, we offer open and needs-oriented learning formats in the areas of Leadership, Supply Chain Management and General Management. Participants benefit from our expertise in logistics research and education—and feel well taken care of: they experience the KLU Family firsthand, characterized by close-knit communities and international networks.
NEW IDEAS ON A SILVER PLATTER

OPEN ENROLLMENT SEMINARS

Our open seminars are a tried and proven format for knowledge transfer and developing participants’ expertise, as well as professional networking. Managers at all levels can find the program that best suits their needs.

NETWORKING SPECIALIST ++ EXCLUSIVE INSIGHTS

The “exchange forums” with academic, professional and cultural input: our NetLoP and ENLoP programs offer fresh new impulses that rapidly pay for themselves.

EUROPEAN NETWORK MANAGEMENT FOR LOGISTICS PROCESSES (ENLOP)

Held in English ++ managers and team leaders in supply chain and logistics functions, project managers ++ 12 days in six different European locations, with excellent logistics/SCM content ++ get to know outstanding institutions and renowned lecturers in the sector from across Europe ++ broad interdisciplinary exchange and international networking

349 ENLOP/NETLOP graduates
258 Summer School graduates

INTERNATIONAL SUMMER SCHOOL IN SUPPLY CHAIN AND LOGISTICS MANAGEMENT

Held in English ++ 12 days ++ group/team leaders, department heads, division heads ++ interactive lectures, case study work, field trips ++ broad interdisciplinary exchange and international networking ++ alternating topics: focus on a blend of logistics and supply chain management

Simply successful: our International Summer School brings together managers from around the globe who want to give their career a boost.

MORE INFORMATION ON OUR OPEN ENROLLMENT SEMINARS
https://t1p.de/dm54
THE ESSENTIAL KICK

OUR PART-TIME MBA

113 MBA graduates

MBA IN LEADERSHIP AND SUPPLY CHAIN MANAGEMENT (PART-TIME PROGRAM)
18 months ++ 4-day block seminars (Friday-Monday) ++ on campus approx. once a month ++ two international study trips (China and USA) ++ small classes ++ international participants

OFFERED SINCE 2012 ++ “FOR HIGH POTENTIALS”

NEW

SKILLS IN DEMAND

CUSTOMIZED PROGRAMS

From one-day seminars to part-time Master’s programs: Executive Education offers and continues to develop practice-oriented educational concepts and learning formats perfectly adapted to the needs of companies—either on a one-time basis, or in the form of lasting strategic partnerships.

PREMIERE 2020: CORPORATE MBA PROGRAM “LEADERSHIP AND SUPPLY CHAIN MANAGEMENT” JOINTLY OFFERED WITH HHLA HAMBURGER HAFEN UND LOGISTIK AG

A conversation with Arno Schirmacher, Director of HR Management at HHLA (Hamburger Hafen und Logistik AG)

What made you choose KLU as an educational partner?

KLU’s focus on digital transformation and sustainable value creation, as well as the international orientation of its MBA program, ideally match our company’s strategic goals. Plus: in the past, we had a number of excellent experiences working with KLU. Since April 2020, we have been offering our employees the chance to participate in KLU’s exclusive Corporate MBA program.

What’s it been like to work with KLU so far?

The part-time MBA offered at KLU was adapted to HHLA’s specific needs. We had closely collaborated with KLU representatives for nearly two years, in order to tailor the curriculum to our company-specific, strategic and cultural objectives. The Managing Directors of our affiliates also actively participated in MBA workshops with KLU, so as to share their interdisciplinary and international perspectives. The instructors and HHLA experts work together in order to customize the respective modules. This close collaboration with KLU has always run very smoothly—from both an operational and a strategic standpoint.

What do you hope to gain from having your employees take part in the MBA program?

The Corporate MBA program offers our employees a diverse range of opportunities for their personal development and prepares them to assume leadership roles in our complex international activities. In the end, everyone benefits from the MBA program: it is our expressed desire that the students serve as multipliers for a modern view on leadership and disseminate the values of cultural change throughout our organization. On behalf of HHLA, I’d like to wish KLU all the best on your tenth birthday!
At KLU we’re banking on our excellent digital infrastructure and the growing acceptance of digital educational options. In the future, we will supplement our current classroom-based courses with e-learning components, while also offering exclusively online formats. This also and especially applies to our Customized Programs, which we offer in both online and blended learning formats—perfectly adapted to our customers’ needs. The digitalization of our formats will provide a broader clientele quick and easy access to our courses and promote international networking, while also saving them time and travel expenses.

EXECUTIVE EDUCATION IN 2030
OUR VISION

NEW ONLINE PROGRAMS

EE is constantly adding new online programs to its portfolio. See our latest example with Prof. Alan McKinnon: “Decarbonizing Logistics.”

MORE INFORMATION ON OUR ONLINE PROGRAMS
https://t1p.de/79e7
After only 10 years, I consider KLU Executive Education to be one of the best continuing education portfolios available for the logistics industry at a higher level. It stands out for its mixture of new findings in logistics research, practical lectures and excursions to companies to see “best practices” in action. In addition, KLU has the most beautiful campus for executive education, with an inspiring panoramic view of the Port of Hamburg, the gateway to the world! We wish you continued success!

“MARTIN WILLHAUS
Former Managing Director of the Kühne Foundation

Happy birthday, @KLU! Many thanks for 18 inspiring months in which I was able to grow in so many ways. Great classmates, great professors, great & challenging sessions—all in all a decision I will never regret.

“MIRIAM HARTJE
MBA in Leadership and Supply Chain Management, Class of 2020
Thank you for the unique and enriching experience and for making strangers into friends and ultimately part of the KLU family. Happy birthday, dear KLU!

MBA CLASS OF 2016

I had made an investment into a supply-chain-driven business and needed to learn as much as I could, as quickly as possible, and from the leading experts in the world. As a mature student, in my late 50’s, going back to school was a tiny bit intimidating for me. At KLU, I met people from all over the world and in different parts of the supply chain—a fantastic selection of people of different ages, cultures and career paths. By the end of the course I really felt that I had a solid grounding in the field, had access to excellent resources at KLU, had made lifelong friends and perhaps most important of all had a tremendous network of supply chain and logistics professionals all over the world—we are still in touch through our chats on a daily basis, sharing career challenges, solutions, making introductions and helping each other.

JEFF KIRBY
Summer School 2019

Being introduced to the best practitioners and diverse international teams in the industry in a competitive world was phenomenal, not to mention the marvelous Executive Education office staff.

BENJAMIN KINGSLEY GHANSAH
Summer School 2018
I have very fond memories of the ENLoP Class of 2019. The lessons featured excellent content and the organization of the studies was highly professional. I really appreciated the good balance of interesting lectures at international universities together with well-arranged opportunities to experience local culture. Another advantage was the opportunity to network with experienced supply chain professionals from other companies. My heartfelt congratulations to KLU on its 10th birthday!

ROLAND BEELER
ENLoP 2019

During our MBA class trip to Shanghai, my classmates and I went to a market. Some of the MBA students from Europe were confused by the Asian culture, in which you have to bargain when shopping. There’s no fixed price and you can easily mistake knockoffs for the original products. As the only Asians in the group, we, the students from Indonesia, helped them to do the bargaining. Welcome to Asia, guys… That was a fun and memorable time. Happy 10th birthday, KLU!

ROY PRABANDARU
KLU EMBA Jakarta 2017

Only 10 years old but as refined as the oldest universities like Cambridge, Oxford, Bologna, Sorbonne, Heidelberg … and as effective as MIT, Berkeley or Stanford! I wish you just as much success for the future. It was really nice to join a program at a young and dynamic university like yours and I hope it continues to prosper in the years to come. Good luck and congratulations!

GABRIEL SCHUMACHER
ENLoP 2019

During our MBA class trip to Shanghai, my classmates and I went to a market. Some of the MBA students from Europe were confused by the Asian culture, in which you have to bargain when shopping. There’s no fixed price and you can easily mistake knockoffs for the original products. As the only Asians in the group, we, the students from Indonesia, helped them to do the bargaining. Welcome to Asia, guys… That was a fun and memorable time. Happy 10th birthday, KLU!

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ROY PRABANDARU
KLU EMBA Jakarta 2017
Today, ten years after being founded, KLU is an internationally recognized research institution, and not only in the logistics community, or in the economic sciences; thanks to the consistently international orientation of its curriculum, KLU’s degree programs are also known and respected by students and those involved in higher education in politics, companies and universities. KLU is also dedicated to solving real-world problems in the transport and logistics industry, and I am pleased to see that it is now also providing political advice and exerting influence through statements in the media.

I had the good fortune to be involved in supporting KLU during its development, and it’s my pleasure to continue to do so today. My thanks and congratulations go to Klaus-Michael and all those who supported KLU with their heart and soul: I am firmly convinced that without their efforts, the German university landscape and the logistics scene alike would be poorer places.

PROF. DR. SEBASTIAN KUMMER
Head of the Institute for Transport and Logistics
Management, Wirtschaftsuniversität Wien, and NetLoP partner

Together with KLU we organize outstanding events that bring together politics, business and science. In 2019 the President of Costa Rica visited KLU, to discuss environmental protection at the highest levels of politics. We look forward to future joint events and are delighted to have found a strong partner for research, science and education in the field of transport economics and logistics. Best wishes on your 10-year anniversary!

ORLANDO BAQUERO
Managing Director of the Business Association for Latin America / LAV

We wish to congratulate KLU, its students, staff and administration on their 10-year anniversary. As “next-door neighbors” since 2013, we’ve been able to follow a great deal of its impressive development firsthand. With consistently excellent scores in the CHE university ranking, on Studycheck.de and in countless other rankings, KLU has proven time and time again that it enriches Hamburg’s university landscape with high quality and a sound concept. Achieving all this in just 10 years speaks for itself. For the future, we wish KLU continued success.

ILONA RENKEN-OLTHOFF
Managing Director, MSH Medical School Hamburg
KLU doesn’t just stand for traditional logistics; it also stands for digitalization and start-ups. I may not have given my very first pitch at KLU, but definitely the most exciting one of my start-up career when I had the chance to present Evertracker at KLU’s first pitch event. That day I was welcomed to the logistics community with open arms. Accordingly, to me KLU stands for the combination of an “old” world with the openness of the young digital world. I find it incredibly impressive how an entire organization manages to constantly reinvent itself, and to stay open to new approaches and ideas. As a result, KLU is one of the most important addresses for anyone involved in logistics and supply chains.

MARC SCHMITT
CEO, Evertracker

For us, the BME Hamburg Schleswig-Holstein, KLU has been a constructive and innovative partner from the outset, constantly bridging the gaps between pioneering research and lived practice. Our more than 500 members in Hamburg/Schleswig-Holstein have consistently shown their interest in our shared topics and events. From personalized education 4.0 to the digital transformation of business processes, there has been a lively and mutually beneficial exchange of our respective experiences and visions—“from today and tomorrow.” Our purchasing and logistics specialists are already looking forward to the next events, where we’ll see each other again. Congratulations and our heartfelt thanks for 10 years of successful collaboration with Kühne Logistics University, especially to the countless members of staff who made it all possible.

HERGEN OETJEN
Chairman of the Management Board, Association for Supply Chain Management, Procurement and Logistics Schleswig-Holstein (BME)

The Logistics Alliance Germany (LAG) would like to congratulate Kühne Logistics University (KLU) on its 10-year anniversary, and to wish it continued success in training the logistics experts of tomorrow. In an age of expanding digitalization, complex supply chains spanning countries and continents need experts with an international background. With passion and commitment, KLU is training those experts, and is also actively involved in promoting Germany as a logistics location to the rest of the world. For LAG, KLU is a reliable partner, and we look forward to many more years of fruitful collaboration and mutual support.

STEFAN SCHRÖDER
Chief Advisor Logistics Alliance Germany (LAG) and the entire LAG Team

On behalf of everyone at the Olympiastützpunkt Hamburg/Schleswig-Holstein, I’d like to congratulate KLU on its birthday, and everyone who contributed to the past 10 years of the university’s successful development. Thank you for an outstanding, lively partnership! Thanks to KLU’s scholarship program, we can offer outstanding athletes a top-notch education, giving them the best possible preparation for their career after sports. In this regard I’d like to underscore KLU’s outstanding flexibility when it comes to finding individual solutions that reconcile university studies with professional sports.

INGRID UNKELBACH
Head of the Olympiastützpunkt Hamburg/Schleswig-Holstein

MARC SCHMITT
CEO, Evertracker

STEFAN SCHRÖDER
Chief Advisor Logistics Alliance Germany (LAG) and the entire LAG Team

HERGEN OETJEN
Chairman of the Management Board, Association for Supply Chain Management, Procurement and Logistics Schleswig-Holstein (BME)

INGRID UNKELBACH
Head of the Olympiastützpunkt Hamburg/Schleswig-Holstein
#myKLUHome “Working from home: impressions from KLU members”

KLU meets sports: members of the KLU team at the 2019 HSH Commercial Bank Run
We’re more than a university. We are a family in every sense of the word and take care of each other. In challenging times such as the ones we’re now in, we’re closer together than ever before. How does such a great family feeling develop? Many doors are open to students at KLU, meaning they can easily get advice from the professors and staff. Further, KLU offers a thousand ways to think outside the box: even a meeting on campus can be a short trip around the world—no wonder, with over 50 nationalities under one roof. As a result, students’ personal horizon is expanded: their contacts become a network, and their fellow students become friends—or even significant others.

That’s precisely what the KLU stands for:

WE ARE FAMILY!
CHEERS!

“Once upon a time, an international mix of grapes met at the ‘KLU winery’ in Hamburg. They went through intensive team building and transformed their individual sweetness into a KLU family that would last a lifetime. Lucian Hopf and Sabine Kampf—a Swiss grape and a German one—met at KLU in 2012, went to Mexico for their student exchanges, and fell in love. After graduation they started transforming the KLU family spirit into bottles full of memories at Weingut Kampf. The fine wine was dubbed ‘KLU Vintage 2014.’ Today, the KLU family continues to grow, and KLU Vintage 2014 continues to age wonderfully. While little raisin Frida will have aunts, uncles, nieces and nephews all over the world, her parents look back on and forward to great moments with KLU. Happy birthday, and cheers from Zurich!”

SABINE KAMPF
M. Sc. Management, Class of 2014

ALUMNI HOMECOMING
COME TOGETHER—STAY TOGETHER!

“In 2020, we’ll have a virtual Homecoming, a new experience. This will be another great opportunity to meet with old KLU peers and get to know new ones. The event provides alumni members the perfect platform to expand their professional networks while they participate in activities and exchange insights with the other members. In turn, the General Assembly gives us a chance to review the achievements and activities of the past year, and to discuss the future of the Association through the elections for the coming Board.”

“Homecoming is a highlight on my calendar! It’s a great opportunity to connect with like-minded people and an excellent way to expand my personal network. I truly enjoy the well-organized event, the KLU spirit and sharing a good laugh with old and new faces alike.”

RUBEN O. GOMEZ MENA
M. Sc. Global Logistics & Supply Chain Management, Class of 2017, President of the KLU Alumni Association

DANILO DON RANASINGHE
Summer School 2010
BROTHERS & SISTERS
STUDYING TOGETHER AT KLU

“Having heard all the positive things my sister had to say about KLU, the courses, professors and its community, really sparked my interest and I wanted to experience it for myself. I have to say, it was the best decision I could have made. I love the student life at KLU and really appreciate the family-like feeling on campus.”

NATHALIE BOURBAN
B. Sc. Business Administration, Class of 2022

“Studying at KLU was a great experience and gave me a solid set of tools for my career path. I learned both hard and soft skills. Besides academic knowledge, I also gained great friends, and felt very comfortable in the family-like and personal environment the university offers. Therefore, I warmly recommended KLU to my younger sister Nathalie.”

ISABELLE GLAESER
M. Sc. Global Logistics & Supply Chain Management, Class of 2018

“Having heard all the positive things my sister had to say about KLU, the courses, professors and its community, really sparked my interest and I wanted to experience it for myself. I have to say, it was the best decision I could have made. I love the student life at KLU and really appreciate the family-like feeling on campus.”

NATHALIE BOURBAN
B. Sc. Business Administration, Class of 2022

“The small class sizes and the friendly but ambitious environment are what led me to join KLU in the first place. During my studies, I truly enjoyed close interactions with the professors and getting to know different industries and firms at KLU events. This gave me a strong foundation for not only pursuing a Master’s degree but also a promising future career.”

HAUKE SCHNEPEL
B. Sc. Business Administration, Class of 2020

“For 5 years I had the privilege to be part of the welcoming family at KLU. The combination of an exceptional educational program and valuable career development workshops throughout my Bachelor’s & Master’s degrees provided a particularly strong basis for an ambitious start into the working world.”

RIEKE SCHNEPEL
M. Sc. Global Logistics & Supply Chain Management, Class of 2019
KLU’S SPORTS SCHOLARSHIP

Since 2017 KLU has been supporting top athletes among its students with a scholarship and reduced tuition. Thanks to the individualized support, scholarship holders can optimally combine an excellent academic education with outstanding athletic performance.

www.the-klu.org/sports

“During my time at KLU I won two European Champion titles, due in part to the individual and flexible support offered by KLU. If there are any conflicts between my training and classes at KLU, we always find a solution together.”

PHILIP SCHMID
B. Sc. Business Administration, Class of 2020

KLU student and national hockey player Philip Schmid helped the German team win the 2020 European Indoor Hockey Championship.

“I don’t think you’ll find the combination of top-level sports and excellent education that is provided here at any other German university.”

MAX NOWOSAD
M. Sc. Management, Class of 2021

KLU Master’s student Max Nowosad swam a personal best at the 2019 Summer Universiade Student Olympics, held in Naples, Italy.
In 2018 we celebrated the christening and the maiden voyage of our own KLU Dragon Boat, which was gratefully donated to KLU by the Pollmann Stiftung, a foundation promoting water sports in Hamburg. With this boat, our student body has the possibility to network and paddle not only with other students, but also with staff and professors on some of the most beautiful inner-city waters in the world—the Alster. The dragon boat is named ONE FOR ALL, because it is a boat for everybody.”—KLU President Professor Thomas Strothotte.

On the occasion of the 10th anniversary of Kühne Logistics University (KLU), the board of the Herbert Pollmann Foundation sends our very best wishes. We are very pleased that we are linked in partnership through our shared commitment to student water sports. KLU’s social contributions in the field of research performance, and in the context of digitalization and sustainability, are both trend-setting and exemplary. For Hamburg, KLU is a real enrichment and significantly strengthens our city’s role as an educational center. We wish KLU many more successful decades to come!

EBERHARD HOFMAN AND PHILIPP STODTMEISTER
Board of the Herbert Pollmann Foundation
LADIES AND GENTLEMEN,

Since its founding ten years ago, my Kühne Logistics University has developed very well, and its future course will be characterized by continued growth and high quality. In this way, my goal is to underline the importance of logistics in international business. This applies equally to the highly practice-oriented research that is conducted at KLU, and to the teaching activities, which provide our students with an essential basis for ambitious careers. Accordingly, I hope to see our top-level researchers and alumni demonstrate considerable creativity and momentum in the design and further development of advanced logistics services.

My wife and I are already looking forward to the graduation ceremonies in the years to come!

Yours

Prof. Dr. h.c. Klaus-Michael Kühne
THANK YOU!

This outline of our KLU’s past and present was created in the university’s best tradition thanks to the close cooperation of various contributors, who generously shared their personal memories and institutional know-how, their enthusiasm and their archives. We would like to extend our heartfelt thanks to the following…

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ADDITIONAL SUPPORTERS