



Professor Dr. Johannes Kiessler

Academic Director Campus Development & Corporate Partnerships and Professor of Innovation Design Management at the UE Innovation Hub in Potsdam

Johannes Kiessler has been teaching Design Management at UE's Berlin Campus since 2017. After studying industrial design and marketing, he worked as an industrial designer for Michele De Lucchi in Milan and started his own business, Designkoop.

Today, he advises companies on product design, design management and strategy, designs luminaires and is the recipient of numerous awards such as the Reddot Award, Award of Excellence, Good Design Award, among others.

His topics:

- How can design be used as a method and as a strategy to create innovation and better customer experiences?
- Design culture and business theory - innovation arises primarily where known solution paths are abandoned and new combinations are tested.

Johannes Kiessler in Media:

[Spotlight on ... "Behavioral Design" - Teil 1 - DESIGNBOTE](#)

[D25 #54: Wie man Digitalisierung studiert ~ D 25 - eine Viertelstunde Digitales Podcast](#)