

**Dr. Bernhard Rothbucher,  
Ph.D.; M.A.**

„Konsistentes Gestalten spricht für  
Ihr Unternehmen!“



**Summary of Qualifications**

Linking the business and the academic world for the success of clients and students

Entrepreneurship Design Practice – Teaching – Research – Management

**Awards**

2016	Born global champion, Nominee WKO
2016	Business Award Salzburg, 3 <sup>rd</sup> prize
2016	Red Dot Design Award, Selected Design
2015	GOOD DESIGN Award US, Selected Design
2015	German Design Award, Special Mention
2014	German Design Award, Nominee
2013	DME Design Management Europe Award. Finalist – Honorable Mention
2013 – 2015	FFG Research TU Wien, FH Wels
2013 – 2014	AWS Research
2014	German Design Award. Nominee
2013	2x Red Dot Award. Selected Design
2013	German Design Award. Nominee
2012	Red Dot Award. Honorable Mention

2012	TAUNER. 2x 1 <sup>st</sup> prizes
2012	AUVA. Silver prize
2011	Nestle/Nespresso Sustainability Design Competition. Selected Designer
2011	Red Dot Award. Selected Design
2011	IF Award. Selected Design
2010	Swedish Aluminiumdesign. Special prize.
2008	World design capital Turino. Selected Design

## Professional experience

2012	Autodesk Clean Tech Partner.  This programme supports the efforts, innovations and environmental advancements of clean technology pioneers.
Since 2010	Entrepreneurship Center Tech2b. Mentor
Since 2009	Cofounder of SYNOWAYTION.at ARGE NN Consulting, Salzburg.  Integrated innovation to master the interdisciplinary challenge.
Since 2006	Consultant for the Government for the provinces of Salzburg and Upper Austria.  Linking the academic and the business world which led to a successful multimillion Euro design initiative in the two provinces.
Since 2004	Consultant for the Austrian Chamber of Commerce
Since 2003	Founder and Head of Aka Buna Design Consulting, Salzburg, Linz.  Working in the fields of Industrial Design, Interior Design and Design Strategy for clients in Austria, Germany, Switzerland, USA, Japan and China;  Increasing the profit of clients through an integrated approach of design and business strategy; e.g.: managing the visual relaunch of one of the worlds most traditional umbrella and lifestyle brands, Knirps, in 2006, which led to a 67 % increase in sales in the first quarter of 2007.  Chosen by designaustria to represent Austrian Design at

international exhibitions (Korea,Germany)

Since 2004

Consultant for the Austrian Chamber of Commerce

## Academic Experience

- 2012 Lecturer at Design- and Product Management. University of Applied Sciences, Salzburg
- 2011 Lecturer, Diploma in Sustainable Business. University of St. Gallen, Business School Lausanne
- Since 2011 Fellow, 3<sup>rd</sup> cohort of the Peter Pribilla Foundation, TU Munich
- 2007 – 2012 Lecturer (Prof. a. c.) at Freie Universität Bozen, Business Administration for Designers
- 2007 – 2012 Design Research Expert. Reporting directly to the Board of designaustria
- 2007 Collaboration with ENCODE. European network for research on communicative product design on Seminars and joint Ph.D. programme
- 2007 – 2012 Head of Research Department. ERSME project and FFg Project with SME from Europe (Germany, Belgium, Slovenia); Current Research Project in Sustainability at Salzburg University of Appl. Research:
- |                                 |              |
|---------------------------------|--------------|
| HYCAT European Research Project | total 2,0 M€ |
| LeFaShape, National FFg Project | total 0,3 M€ |
- 2005 Foundation of Design and Product Management DE RE SA (DEsign REsearch SALzburg); Sourced 500.000 € funding; Established as official Univ. Institute in 2007
- Research partnerships with BMW and other major industry players of Central Europe
- 2006 Head of Organising Committee. EPDE06 International Design Education in cooperation with IED (Institution of Engineering Designers) and Design Society, UK.
- 140 international guests, leading to several partnerships with international universities; PR response in national and international media for the university
- 2005 – 2012 Full Professor at Design- and Product Management. University of Applied Sciences, Salzburg

- 2004 – 2012 Head of Industrial Design at DPM - Design and Product Management 2004-2012 (BA/MA study course), University of Applied Sciences, Salzburg
- Mentored students are now working at Adidas, Kiska (biggest design agency of CE) BMW Group Munic, Red Bull and other industry leaders in management and design positions
- Coresponsible for the BA/MA curriculum of the study course Design and Product Management
- Visiting Professor: Ecole De Beaux Artes, Marseille, France; University of Art and Industrial Design, Muthesius Kiel, Germany;
- Since 2010  
**2003 – 2008** Manager of IDEA. University course for professionals (conception, execution, idea; interior design awareness) at the University of Art and Industrial Design, Linz, Austria
- Major and profitable step for the University towards partnership with industry; Three mentored students are now working at bene, the European market leader in office furniture
- One mentored student is the rookie in Austrian kitchen design with his start up company.
- 2003 – 2004 Professor, Intermediate Head of Department. University of Art and Industrial Design, Linz, Austria
- Sourced and successful fund raising and implementation of 400.000 Euro Rapid Prototyping Studio for the University;
- 1999 – 2003 Assistant Professor, University of Art and Industrial Design, Linz, Austria. Two-time winner of the University efficiency bonus system Established partnership with major German car manufacturer.
- 1998 – 1999 Teaching Assistant, Prof. Miyazaki, Chiba University, Japan
- 1994 – 1996 Teacher, part time in adult education (conceptual design, ergonomics)
- Two mentored students passed the entrance exam to the Univ. of Art and Design.

## **Education**

- 2013 Chamber of Commerce. Executive Program in Business Leadership, Salzburg March – June 2013
- 2011 Design Management Institute. Professional Development

- Program, London November 3<sup>rd</sup>, 4<sup>th</sup> 2011. Service Design for Business: Key Methods and Strategies for In-House Teams
- 2009 Executive Program in Leadership. The effective use of power. Stanford Graduate School of Business, Stanford University, USA. July/August 2009
- 2003 Doctor of Philosophy. Design Culture Department, Prof. Miyazaki, Chiba University, Chiba (Tokyo Metropolis), Japan; Work deals at the interface of ecodesign and design management; Title: "Software Factors of Packaging Design". Several presentations at international conferences.
- 1998 – 2001 Ph.D. Student in Japan, Monbusho Scholarship. The only Austrian designer at that time to receive this scholarship of the Japanese government.
- 1991 – 1997 Master Degree in Industrial Design. Industrial Design Study at the University of Art and Industrial Design, Linz, Austria (Excellent)
- 1990 – 1991 Technical Studies. Two terms at College, Vienna
- 1990 High School Degree. Humanistic Gymnasium, Salzburg

## **Languages**

German, English, Basic Japanese