

# Leonhard Gebhardt

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## Professional Experience

- Since Jan 2023 **ICN Business School**, Campus Berlin, Germany  
*Strategy and Entrepreneurship Department*  
Assistant Professor
- Jan 2022- Dec 2022 **Jülich Forschungszentrum**, Berlin, Germany  
*Project-Management Division (PTJ)*  
Scientific Advisor for EXIST-Program (Federal Ministry of Economics and Technology)
  - Selecting & advising early-stage startup teams for spin-offs grants
  - Initiating and building ecosystems for AI-startups in Germany
- Oct 2016-Dec 2021 **HTW Berlin**, Germany  
*Digital Value Hub: Digital Transformation for Berlin SMEs*  
Research Associate for Digital Value and Digital+ projects
  - Digital maturity analysis of 63 companies in workshops
  - Publishing three volumes on digitalization, one as editor
  - App-development and prototyping for crafts and trade businesses
  - Supervision of student theses on ERP-, CRM-, and PM-Software
- Apr-Sep 2014 **BERGHOF Foundation**, Berlin, Germany  
*Social Business in the field of Peace Education and Conflict Resolution*  
Assistant Finance and Administration (Internship)
- Sep-Nov 2013 **ASHOKA Mexico y Centroamérica**, Mexico City, Mexico  
Intern Venture & Fellowship
- Jun 2011-Apr 2012 **GOLDENE ZWANZIGER**, Jena, Germany  
*Student advertising agency*  
Student consultant for marketing and advertising
- Sep 2009-Aug 2010 **MAON LEVZELLER**, Herzliyya, Israel  
*Home for the handicapped*  
Civil service abroad

## Education

- since Jan 2018 **UNIVERSITY of POTSDAM**, Germany  
*Faculty of Economics and Social Sciences*  
Ph.D Candidate, supervised by Prof. Dr. Katharina Hölzle
- Oct 2014-Sep 2016 **HTW Berlin + HWR Berlin**, Germany  
Nonprofit-Management and Public Governance (MA)
- Oct 2010-Sep 2014 **FRIEDRICH-SCHILLER-UNIVERSITY**, Jena, Germany  
History of Arts, Economics (BA)
- Sep 2012-Dec 2012 **UNIVERSIDAD REY JUAN CARLOS**, Madrid, Spain  
Exchange Student, Business Administration and Management

## Grants and Awards

- 2022, 2019 **POTSDAM GRADUATE SCHOOL (POGS)** Travel Stipend (1.800 €)
- 2021 **RESEARCH COMMISSION FOR YOUNG SCIENTISTS (FNK)**  
Research grant, HTW Berlin (4.674 €)
- 2017 **Best-Paper-Award**  
18th Young Scientists Conference Mittweida (Master-Thesis)

## Professional Activities

Co-Teaching	Governance, Responsible Leadership, Risk Management, ICN Business School (2022) [taught the Risk Management part] General Management – Enterprise Simulation, HTW Berlin (2018–2022) Digital Business Seminar, HTW Berlin (2018–2020) Project Study on Public Marketing (Master), HWR Berlin (2017–2018)
Invited Talks	„Auf dem Weg zur Digitalisierung von Kleinen und Mittleren Unternehmen in Berlin“, Inspirationswerkstatt „Berufsschule digital“ der Deutschen Kinder- und Jugendstiftung (DKJS), ExRotaprint gGmbH (7.6.2018)  „Digitalisierung in Berliner Unternehmen“, with Prof. Dr. Matthias Hartmann at Unternehmens-Netzwerk Motzener Straße (20.2.2018)  „Digitalisierung – leicht verständlich“, with Ralf Waubke at HWK Berlin (28.6.2017)
Past and upcoming conference presentations (selection)	“Trading sovereignty for business model's potential in digital business ecosystems - A Faustian bargain for sustainable entrepreneurs?” (AoM Annual Meeting 2022)  “Closing the Digital Divide: A Digital Intrapreneurship Framework Building on Design Science Research” (RENT 2021)  “Enactment and Representation of Entrepreneurial Contributions to Sustainability Transitions in Entrepreneurial Ecosystems” (DRUID 2021)  “Topic Modelling on Opportunities for Sustainable Entrepreneurship at the Green Rocket Crowdfunding-Platform” (ISPIM 2020)  “Productivity Paradox in Digital Transformation for SMEs – a Participatory Inquiry” (RENT 2020)

## Research and Selected Publications

- Bodung, T., Erdle, K., Gebhardt, L., Waubke, R. (Ed.) (2021): Digital Value. Berliner Wissenschafts-Verlag, Berlin.
- Hartmann, M., Waubke, R., & Gebhardt, L. (2021). Productivity Paradox in Digital Innovation for SMEs. In: Digitalization (pp. 145–152). Springer, Cham.
- Hartmann, M., Gebhardt, L., & Waubke, R. (2020). Empirische Erfahrungen zum Digital Entrepreneurship in KMU. In: Perspektiven des Entrepreneurships: Unternehmerische Konzepte zwischen Theorie und Praxis (pp. 313–330). Schäffer-Poeschel Verlag, Stuttgart.
- Hartmann, M. & Gebhardt, L. (2019). Die neue Nachhaltigkeit im Unternehmertum. In: Neue Betriebswirtschaft. Theorien, Methoden, Geschäftsfelder (pp. 593–617). UVK-Verlag, Tübingen.

## Linguistic and other Skills

Languages	<b>German</b> (native) <b>English</b> (fluent) <b>Spanish</b> (good) <b>Modern Hebrew</b> (basic)
Research Software	MAXQDA, Stata, SPSS, R
Programming	Python
Applications	LaTeX, MS Office