



Surname: Griebel

Address: Schlenkenstrasse 4
5412 Puch bei Hallein
Salzburg, Austria

First name: Andreas

Date of Birth: 17 February 1966

Mobile: +43 664 9977886

Place of Birth: Winterthur / Switzerland

eMail: a.griebel@gmx.at

Nationality: Austrian

Marital Status: Married, 2 children
Aliya, Alexander

Curriculum Vitae: Mag. Ing. Andreas Griebel, MA

Work Experience

2015/09–to date Senior Lecturer / Researcher at the Faculty of Corporate Management & Economics in the Department of Business & Tourism, **Salzburg University of Applied Sciences** (Fachhochschule Salzburg), Puch/Salzburg, Austria.

The Salzburg University of Applied Sciences offers university-level education tailored to the practical needs of current and future demands of local and international operating enterprises within a modern, epistemologically substantiated approach.

- Lecturing at bachelor level: Betriebswirtschaftslehre & Organisation, Corporate Management & Transformation, Grundlagen Wissenschaftliches Arbeiten, Entwicklung von Geschäftsmodellen (KMU), Einführung in die Betriebswirtschaftslehre (WIN), Selbstgesteuertes Lernen.
- Lecturing at master level: Managementkonzepte und Unternehmensentwicklung, Nutzung neuer Geschäftsmöglichkeiten, Fundamentals in Corporate Management (IMT), Instruments of Corporate Management (IMT).
- Supervising bachelor and master theses.
- Acquisition of and coach for practice-based projects carried out by students (BWI).
- Supervision of student studies (BWI) and innovation lab projects (KMU).
- Organisation of “Kamingespräche” (lecture series with outside speakers).
- Active involvement in working groups (e.g. Academic Writing Center, Selbst.Steuern.Lernen).
- Ambassador for the Startup Centre in the bachelor’s and master’s degree programmes in the department Business & Tourism.
- Lecturing and holding workshops for schools in-house and outside.

2011/09–2013/08 Managing Director at **VAMED Healthcare Co. Ltd**, Beijing, P. R. China
Vienna based VAMED AG, a German Fresenius SE company, is a global healthcare facilities provider, offering entire value chain services from consulting, developing, engineering, and turn-key construction to facility and medical management.

- Managing the China office as well as the representative office in Ulaanbaatar, Mongolia.
- Developing and bidding for engineering, medical equipment and services projects funded by various public financing institutions (PFIs).
- Developing projects for the engineering, construction and management of healthcare facilities, with/without own equity contribution (e.g. HNA Group).
- Developing engineering projects for up-grading existing healthcare facilities.
- Project execution, from procurement of medical equipment to commissioning on site.
- Designing on business models to position the company according to long-term objectives.

**2006/11–2011/08 Chief Representative Officer at Reschreiter GMBH (Beijing)
Representative Office**

Salzburg based Reschreiter GMBH, now owned by German Kieback&Peter GMBH & CO KG, is an engineering and manufacturing company of electro-technical switch boards, control gears and control systems supported by computer-aided process control and integrated visualization systems. Reschreiter's medical and education business unit develop, engineer and implement equipment and services projects in China and elsewhere by the use of financing on concessional terms (soft loans) from Austria's Kontrollbank (OeKB).

- Heading the China office in Beijing.
- Developing and structuring soft loan projects that require public bidding / Requests For Proposals (RFP) and bidding for projects as general contractor.
- Negotiating medical and education equipment and services purchasing contracts with the tenderees.
- Effecting the procurement of medical and education equipment and services, and local execution of projects.

**2002/04–2006/06 Chief Representative Officer at Palfinger Europe GMBH (Beijing)
Representative Office**

Salzburg based and Vienna stock exchange listed Palfinger AG is a global manufacturer of various kinds of hydraulic logistic interface solutions, and world market and technology leader with articulating truck-mounted loader cranes and hook loaders.

- Setting-up and managing the Palfinger China office in Beijing.
- Establishing a China-wide distribution network for truck-mounted loading cranes and supporting the existing dealers in Hong Kong and Taiwan.
- Supporting the dealer with the homologation of loader cranes with relevant authorities.
- Conducting sales for/with dealers and Palfinger group companies.
- Sourcing of manufacturing machines and product components for the Palfinger group.
- Defining strategies for the overall China business and laying foundations for local production, backed by business and financial plans.
- Conducting market studies and developing market entry strategies for various Palfinger group products.
- Winning and closing a government deal for more than 800 truck-mounted loading cranes.
- Achieving listings for two truck-mounted loading crane models with the China Aerospace Science and Technology Corporation (CASC) for authorized and approved future purchase.

2001/03–2002/03 General Manager at Beijing Wayland Trade Co. Ltd

Beijing Wayland Trade Co. Ltd is the authorised sales agent for Austrian Julius Meinl, the inventor of industrially roasted coffee beans in 1862, and for different European manufacturers of coffee machines.

- Revamping organizational structure and management systems.
- Intensifying sales activities and creating new customers.
- Designing a strategic plan with objectives for further progress of the company.

2000/06–2001/02 Chief Operating Officer at Beijing Sinowest.net e-Commerce Co. Ltd

Sinowest.net is a China-wide automotive e-commerce service provider for Better Life Automobile Co. Ltd, exclusive Audi import agent for northern China and its sub-dealers, and a comprehensive public market place for automotive services and information. Better Life Automobile is a wholly-owned subsidiary of Zhou Dynasty Group.

- Starting-up Sinowest.net and managing the day-to-day operations.
- Developing Sinowest.net's corporate and strategic alliances, determining partnerships and acquisitions that fit with the company's long-term goals.

- Establishing a joint venture in 2000/09 with Frankfurt stock exchange listed and German market leader Werbas AG in Beijing, China, an integrated software solution provider for automobile dealers and service stations.

2000/03–2000/05 Business Development Manager (Internship as part of the EU-China Managers Training Programme) at **Zhou Dynasty International Group**, Beijing, P. R. China
Zhou Dynasty International Group is an international consulting, investment, trading and production firm.

- Designing Sinowest.net's business model and developing a business and financial plan.
- Spearheading many strategic initiatives to start-up Sinowest.net's operations.

1994/08–1997/07 Project Manager at **Hillebrand Bau und Service GMBH**, Wals, Austria.
Hillebrand Bau & Service GMBH is a regional real estate developer, contractor, sawmill, carpentry (framing and timber truss construction) group.

- Identifying and valuating properties that can be turned financially profitable.
- Performing due diligence studies and evaluations of properties and raw land that are considered for purchase.
- Disposition of real estate, such as drafting of sales exposés.

1990/03–1994/07 Project Engineer at **Hillebrand Bau und Service GMBH**

- Determining target markets and developing the building programme and design for land.
- Obtaining necessary public approvals for building projects.

1987/03–1990/02 Junior Engineer at **Hillebrand Bau und Service GMBH**

- Sketching and designing residential and commercial building construction objects.
- Drawing house plans (construction, working and detail drawings) for the approval process by authorities and for the construction of buildings.
- Designing, interpreting and specifying building systems.

1986/09–1987/02 Compulsory Military Service at **Korpskommando II**, Militärgeographischer Dienst (Mil-Geo) (Military Geography Administrative Department), Wals-Siezenheim, Austria.

- Designing, drawing construction, working and detail plans, calculating structure and construction dimensions, and compiling material lists for a heavy machine gun combat stand (design and documentation has been incorporated into the manual of the Austrian Military).
- Drawing road maps for military use.
- Conducting cost estimates and compiling calls for proposals for the civil works overseen by the geography administrative department.

Education and Training

2025/03– Admission to **Doctoral Studies in Education Sciences, Paris-Lodron-University of Salzburg (PLUS)**, Austria.

- Titel of dissertation: *Kognitionspsychologische Entwicklung eines edukativen Expertensystems für den selbstgesteuerten Umgang mit didaktischen Tools am Anwendungsfall Management(aus)bildung* (Cognitive psychological development of an educational expert system for the self-directed use of didactic tools in management training / education).

2015/10–to date Participant in the **FHS Didactics Programme** (Hochschuldidaktik: Professionalisierung der Lehre an der FH Salzburg), Salzburg, Austria

The didactics programme (assigned with 8,5 ECTS-credit points) aims at improving sustainable teaching and to assist and support lecturers with various teaching approaches and methods (workplace learning).

- A1-1 Planung von Lehre (2016-2017)
- A1-2 Autonomie und soziales Lernen fördern (6.10.2016)
- A1-3 Bewusste Lernprozesse anregen (11.11.2016)
- A1-3 Lehr- und Lernprozesse an FH gestalten – Hochschuldidaktik I (21.01.2016)
- B1-1 Lehr- und Lernprozesse an FH gestalten – Hochschuldidaktik II (11.–12.04.2016)
- B1-2 Fallbasiertes Coaching (12.05.2016)
- B1-2 Feedback geben, das Lernmotivation fördert (2019-2020)
- B1-2 Praktische Anwendung einiger Tipps aus Hochschuldidaktik I und II (13.09.2016)
- B1-3 Methoden der Leistungsbeurteilung (6.04. und 1.06.2017)
- B2-2 Gender und Diversity Gerechte Didaktik (18.01.2022)
- C1 Erstellung von (Lehr-)Videos - Hands-on für den Einstieg (12.12.2022)
- C1-2 Erstellung von Online-Prüfungen-Klausuren (18.05.2020)
- C1-3 Betreuung von wissenschaftlichen Arbeiten (7.10.2015)
- C1-6 Gemeinsam Online Arbeiten mit dem MIRO-Board (23.03.2021)
- D1-3 Begleiten von wissenschaftlichem Arbeiten (18.05.2016)

Further courses include:

- Veranstaltungsreihe: Dialog zur hochschulischen Lehre - Teil 4: Forschungsorientierte Lehre – Forschendes Lernen (18. 04.2018, 11:00–16:00), Schloss Edmundsburg, Salzburg
- Zertifikat Speed Reading (5.05.2017)
- Veranstaltung: Vom Wissenschaftlichen zum beruflichen Schreiben: Schreibkompetenzen entwickeln, anleiten und fördern (14.04.2016, 9:00–18:00), 3. Tagung des Schreibzentrums der FHWien der WKW
- Zertifikat Scientific Publications (17.01.2016)

2023/04/04 Certified Coach on TOP/EOS 60° testing (selfmanagement), based on the **PSI-theory**, issued by **Institute for Motivation and Personality Development Assessment Research and Training (IMPART GmbH)**, Osnabrück, Germany.

2023/04/03 Certified Coach on TOP/EOS 240° testing (selfmanagement and motives), based on the **PSI-theory**, issued by **Institute for Motivation and Personality Development Assessment Research and Training (IMPART GmbH)**, Osnabrück, Germany.

2021/03–2022/01 Certified Trainer in Mindfulness in Organisations (MIO), by **Mindful Leadership Institute (MLI)**, Salzburg, Austria, a pan-European institute for training, leadership and organizational development.

- Practicing mindfulness in the context of business and life.

- Adapting language, metaphors, and mindfulness techniques to target audiences.
- Providing sound guidance to people as they begin their individual mindfulness practice.

2018/05–2019/10 Certificate in Promoting Self-regulation Skills for Teachers at the **Salzburg University of Applied Sciences**, Salzburg, Austria.

Studying the cognitive psychological Theory of Personality-Systems-Interaction (PSI-theory) by Prof. Dr. Julius Kuhl, a function-analytical meta-theory that focuses on the functions and interactions of neuropsychic systems.

2018/07/02–06 Executive English Programme with **Pete Sharma Associates**, Southampton, United Kingdom.

2016/09/26–30 Academic Teaching Excellence with **British Council Austria**, University of Applied Sciences (FH) Kufstein, Austria.

1999/03–2000/05 Post-graduate Diploma awarded by the European Commission (EC), the Chinese Ministry of Foreign Trade and Economic Cooperation (MOFTEC), the China Council for Promotion of International Trade (CCPIT), and the Beijing Foreign Studies University (BFSU) at **EU-China Managers Training Programme (EUCMTP)**, Beijing, P. R. China.

The EUCMTP is a China based high-level language and business training programme for selected and assessed European managers, jointly founded by the European Commission and the Chinese Ministry of Foreign Trade and Economic Cooperation

- Chinese language training.
- Comprehensive seminars on different aspects of Chinese culture, economy and business.
- Government and company visits, as well as networking activities.

1999/06–12 Certificate in Managing Business in China Programme, China European International Business School CEIBS (Nr. 1 Business School in Asia), Shanghai, P. R. China

- 1999/05/23 **Certificate of Chinese Proficiency (HSK)**
- Business placement in P. R. China.
- Title of diploma project work report: *Business Models in the Electronic Commerce Industry: Analysis and Application*.

1997/09–1998/09 Master of Arts (MA) in History and Philosophy of Science, University of Leeds, Leeds, United Kingdom.

- Analytic philosophy, incorporating concepts of vernacular / tacit knowledge.
- Pragmatic and semantic approaches to scientific theories and its interpretation and application onto practice.
- Meta-theoretical models explaining relationships between language, information and reality / phenomena.
- Rules of scientific reasoning / discourse.
- Model theory, History of cognitive sciences and Paradigm shifts in science.
- Title of master thesis: *Philosophy of Scientific Analyses of the Applicability of the ‘Semantic Approach’ to Theories in Management Science Sui Generis*.

1987/03–1996/02 Magister rer. soc. oec. (Master of management science and business administration), **Johannes-Kepler-Universität JKU**, Linz, Austria

- Information management and Production management.
- Organizational behaviour and theories of organizational structure.
- Cognitive-based Philosophy of Science.
- Knowledge engineering and management.
- Title of master thesis: *Neuere Interdisziplinäre Ansätze und Einflüsse aus dem Bereich der Cognitive Sciences auf die “Theorienbildung” in der Betriebswirtschaftslehre (Modern*

Interdisciplinary Approaches and Influences from the Area of the Cognitive Sciences Upon the ,Creation of Theories' in Management Sciences).

1981/09–1986/05 Bauingenieur (Civil building and architectural engineer), **Höhere Technische Bundeslehranstalt (HTL)** (Industrial and Trade College), Department Building and Architectural Engineering, Salzburg, Austria.

Further Information

Languages: **German** (mother tongue), **English** (proficient user), **Chinese** - Mandarin (independent user)

Interests: Family, skiing, golf, reading, travelling, architecture and design

Organizations: European Union Chamber of Commerce in China (EUCCC) – member
EU-China Managers Association (EUCMA) – member
ABC Austrian Business Circle in China – ex-board member