

**Michael Philip Heide****Studies**

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- 10/2018 to 09/2024    **Babeş-Bolyai University Cluj-Napoca**  
Doctoral subject: Marketing  
PhD Thesis: *Communication as a profiling vector for establishing marketing strategies in the B2B care context*  
Expected degree: Doctor of Philosophy (PhD)
- 05/2013 to 10/2015    **University Esslingen**  
Master Degree Program Social Economy (extra occupational)  
Master thesis: *KVP ist Führungsaufgabe. Ein Plädoyer für neue Wege der strategischen Organisationsentwicklung in der Sozialwirtschaft*  
Graduation: Master of Arts (M.A.)
- 03/2008 to 07/2011    **University of Business and Environment Nürtingen-Geislingen**  
Bachelor Degree Program Business Administration  
Bachelor thesis: *Verbesserung der (Mitarbeiter-)Motivationskonzepte durch Messung der kontemporären Mitarbeiterzufriedenheit am Beispiel des Sanitätshauses Häussler*  
Graduation: Bachelor of Arts (B.A.)
- 10/2005 to 02/2008    Studied Technical Orthopedics at the **University of Applied Sciences Münster**

**Work experience**

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**Technische Akademie Esslingen e. V., Ostfildern**

Head of Medical Technology and Healthcare

**HAWE-Service GmbH, Röthenbach**

Management Consultant

**Häussler Medizin- und Rehattechnik GmbH, Ulm**

Management Assistant, Head of QM and Controlling

**Additional qualifications**

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- Foreign language    German (native language), English (B2)  
Leadership    Coaching Training "Leading"