

# **Christoph Burger**

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## **Current Employment**

Senior Associate Dean of Executive Education, ESMT European School of Management and Technology, Berlin, Germany, January 2015-present.

Senior Lecturer, ESMT European School of Management and Technology, Berlin, Germany, April 2015-present.

Member, ESMT Executive Management Committee, since 2004.

## **Education**

Master of Applied Economics, University of Michigan, Michigan, USA, 1989.

licentiatus oeconomiae, Hochschule St.Gallen, Switzerland (mit Auszeichnung), 1987.

Vordiplom (Betriebswirtschaftslehre), Universität Saarbrücken, Germany, 1985.

## **Past Employment**

Managing Director ESMT Customized Solutions GmbH April 2011–December 2014.

Independent Consultant, 1998–2003.

Vice President, Bertelsmann Buch AG, 1996–1998.

Senior Project Manager, Arthur D. Little, 1990–1996.

Project Leader Group Marketing for Otto Sumisho, Otto Versand, 1989–1990.

Teaching Assistant, University of Michigan, U.S.A., 1988–1989.

## **Service and institution building**

Member, ESMT Recruitment Committee since 2007

## **Publications**

### **Books**

Burger, C., and J. Weinmann (2012). *The decentralized energy revolution: Business strategies for a new paradigm*. Basingstoke: Palgrave Macmillan.

Burger, C., and J. Hagen (Eds.) (2008). *Strukturumbruch in der Finanzdienstleistungsindustrie: Prozessänderungen als Chance für neue Strategien und Konzepte in Banken*. Wiesbaden: Gabler.

Burger, C. (Ed.) (2002). *Der Businessplan in der Praxis: Beurteilen aus Investorensicht, Anwenden aus Unternehmenssicht*. Stuttgart: Deutscher Sparkassen Verlag.

### **Book chapters**

Burger, C., and J. Weinmann (2016). European utilities: Strategic choices and cultural prerequisites for the future. In *Utilities of the future: Future of utilities*, ed. F. Sioshansi. Waltham: Academic Press.

Burger, C., and L.-H. Röller (2015). Nord Stream and the Danish fishermen. In *Project management*, ninth International student version, ed. J.R. Meredith, S.J. Mantel Jr., 108–110. Weinheim: Wiley.

Burger, C., and J. Weinmann (2014). Germany's decentralized energy revolution. In *Distributed generation and its implications for the utility industry*, ed. F. Sioshansi, 49–74. Waltham: Academic Press.

Burger, C., and J. Hagen (2008). Zielmarktstruktur der Finanzdienstleistungsindustrie. In *Strukturumbruch in der Finanzdienstleistungsindustrie: Prozessänderungen als Chance für neue Strategien und Konzepte in Banken*, ed. C. Burger and J. Hagen, 147–167. Wiesbaden: Gabler.

Burger, C., and F. Frank (2007). Creating a competitive edge in global markets. In *Bringing technology to market*, ed. O. Plötner and R. Spekman, 147–158. Weinheim: Wiley.

Burger, C., and D. Fink (1997). Customer Value Management: Der Kunde als strategische Größe im Electronic Marketing. In *Marketing Management mit Multimedia*, ed. C. Wamser and D. Fink, 223–235. Wiesbaden: Gabler.

Burger, C., M. Entenmann, and S. Neputé (1996). Konsumgüterindustrie und Handel im Jahr 2005: Handel endgültig entmachtet. In *Management im vernetzten Unternehmen*, ed. A. Little, 127–157. Wiesbaden: Gabler.

Burger, C. (1994). Key Account: Die vier Schritte. In *Jahrbuch der Ernährungswirtschaft*, ed. M. Kersten, 99–102. Neuwied: Lebensmittel Praxis Verlag.

### **Case studies**

Burger, C., and J. Clawson (2013). *Landau Media*. ESMT Case Study, ESMT–313–0135–1 (also available in Russia).

Burger, C., and J. Clawson (2011). *Negotiating with the Cuban sugar industry (A): No way out?*, Darden School of Business Case Study UVA–OB–1019.

Burger, C., and J. Clawson (2011). *Negotiating with the Cuban sugar industry (B): Juan Antonio Fajardo Duque*. Darden School of Business Case Study UVA–OB–1020.

Burger, C., and J. Clawson (2011). *Negotiating with the Cuban sugar industry (C): Philip Fisch*. Darden School of Business Case Study UVA–OB–1021.

Burger, C., and L.-H. Röller (2011). *Nord Stream and the Danish fishermen*. ESMT Case Study, ESMT–311–0120–1 (also available in Russia).

Schäfer, U., J. Hagen, and C. Burger (2011). *Mr. KLM (A): Jacob Veldhuyzen*. ESMT Case Study, ESMT-411-0117-1.

Schäfer, U., J. Hagen, and C. Burger (2011). *Mr. KLM (B): Captain van Zanten*. ESMT Case Study, ESMT-411-0118-1.

Schäfer, U., J. Hagen, and C. Burger (2011). *Mr. KLM (C): Jaap*. ESMT Case Study, ESMT-411-0119-1.

Weinmann, J., and C. Burger (2010). *Tijuana hyperborder plant: An investment opportunity?* ESMT Case Study, ESMT-310-0106-1.

Burger, C. (2009). *Deutsche Telekom in transforming telecom markets*. ESMT Case Study, ESMT-309-0093-1.

Schäfer, U., and C. Burger (2009). *Taking charge: Jürgen Klinsmann at FC Bayern Munich*. ESMT Case Study, ESMT-409-0099-1 (also available in German).

Burger, C., and U. Schäfer (2008). *Taking charge: Jürgen Klinsmann and the German national soccer team*. ESMT Case Study, ESMT-408-0088-1 (also available in German, Russia and Spanish).

### **Other publications**

Burger, C., and J. Weinmann (2016). Germany's RWE and E.ON splitting: Will they prosper? *EEnergy Informer* 26(10): 10–12.

Burger, C., and J. Weinmann (2016). How the 'Big Beyond' will change business models of utilities. *Oxford Energy Forum* 26(104): 8–11.

Burger, C., S. Pandit, and J. Weinmann (2015). *ESMT innovation index 2014 – electricity supply industry: The "big beyond"*. ESMT Business Brief, ESMT No. BB-15-01.

Burger, C., and J. Weinmann (2015). Innovation performance of the US American and European electricity supply industry. *Energy Policy* 86: 351–359.

Burger, C., and J. Weinmann (2015). The decentralized energy revolution in Germany. *Power & Energy Solutions* 27(September): 85–88.

Burger, C., and J. Weinmann (2014). Abschalten als Geschäftsidee. *Energiespektrum* (5): 40–43.

Burger, C., and J. Weinmann (2014). *ESMT innovation index 2012: Electricity supply industry*. ESMT Business Brief, ESMT No. BB-14-01.

Burger, C., and J. Weinmann (2012). *ESMT innovation index 2010: Electricity supply industry*. ESMT Business Brief, ESMT No. BB-12-01.

Burger, C., and J. Hagen (2008). *Bankenkonsolidierung in Deutschland: Ein erster Schritt*. ESMT Business Brief, ESMT No. BB-108-005/ger.

Burger, C. (2008). *Consolidation index: Critical success factors for industry consolidation*. ESMT Business Brief, ESMT No. BB-108-001.

Burger, C., and J. Hagen (2008). *Europäische Industriekonsolidierung: Die unterschätzte Dynamik*. ESMT Business Brief, ESMT No. BB-108-002/ger.

Burger, C., M. Holtermann, and G. Kalny (2008). *On the verge of a paradigm shift in the energy sector? From centralized to decentralized energy generation*. ESMT Business Brief, ESMT No. BB-108-004.

Büttner, M., and C. Burger (2008). *Consolidation index for the European airline industry*. ESMT Business Brief, ESMT No. BB-108-007.

Büttner, M., and C. Burger (2008). *Europe and China: Different stages of industry consolidation*. ESMT Business Brief, ESMT No. BB-108-006.

Burger, C., and M. Holtermann (2007). *Europäische Konsolidierung in der Energiebranche: Beginn einer zweiten Konsolidierungswelle?* ESMT Business Brief, ESMT No. BB-107-001/ger.

Burger, C., and J. Hagen (2007). *Konsolidierung europäischer Banken: Weckruf für den deutschen Bankenmarkt?* ESMT Business Brief, ESMT No. BB-107-004/ger.

Burger, C., M. Entenmann, and S. Neputé (2006). Handel entmachtet: Konsumgüterindustrie und Handel im Jahr 2005. *Markenartikel* 5(96): 209–214.

Burger, C., F. Fraundorfer, V. Müller, and A. von Saldern (1995). Öko-Audits auch für Brauereien. *Brauwelt* 40/41: 2037–2039.

Burger, C., and R.-D. Reineke (1994). Privatisierung der Brauindustrie in Sambia. *Brauwelt* 29: 1419–1421.

Burger, C. (1992). Deutscher Biermarkt im Wandel: Neue Anforderungen an die deutsche Brauindustrie (Teil 3). *Brauwelt* 18: 798–803.

Burger, C. (1992). Deutscher Biermarkt im Wandel: Neue Anforderungen an die deutsche Brauindustrie (Teil 2). *Brauwelt* 9: 352–354.

Burger, C. (1992). Deutscher Biermarkt im Wandel: Neue Anforderungen an die deutsche Brauindustrie (Teil 1). *Brauwelt* 5: 168–170.

Lube, M.-M., and C. Burger (1992). Markensensor: Ein Instrument zu erfolgreichen Markenführung und Markenkontrolle. *Brauwelt* 50: 2594–2602.

Burger, C. (1991). Bausteine für Zukunftsstrategien im Handel. In *Lebensmittelzeitung*.

## **Conferences**

### **Peer reviewed paper presentations**

- Innovation dynamics in the European and US American electricity supply industry
- 09/09/12: 12th IAEE European Energy Conference, Ca' Foscari University, Venice, Italy.

### **Other presentations**

- Chancen und Herausforderungen von Blockchain für die Energiewende
- 11/22/16: Author & Presenter, dena-Kongress 2016, Deutsche Energie Agentur, Berlin, Germany.
- Can blockchains boost the transformation of the European energy system?
- 10/05/16: Presenter, Digitalisation of the energy industry: Will blockchain be the booster?, KIC InnoEnergy, Berlin, Germany.
- Blockchain als Treiber der Energiewende
- 09/08/16: Presenter, Plattform Digitale Energiewelt: 1. Sitzung der Arbeitsgruppe 2, Deutsche Energy-Agentur, Berlin, Germany.
- Energiewende - insights from Germany on changing energy markets
- 06/30/16: Author & Presenter, Eco Summit, Forum GG2: Eco-civilization & green growth, BIT Group Global Ltd, Seoul, South Korea.
- IAEE Pre-Conference Workshop
- 06/19/16: Author & Presenter, Future of utilities: Utilities of the future: A German/European perspective, Centre for energy and environmental markets, Bergen, Norway.

Non-energy companies in the power market

- 05/31/16: Presenter, The utility of the future: Preparing for a changing energy sector, OMIE, Madrid, Spain.

Digitalisierung, Dezentralisierung, Blockchain: Auswirkungen auf den Energiemarkt

- 05/23/16: Presenter, Blockchain-Tag für die Energiewelt 2016, Solarpraxis Neue Energiewelt AG, Berlin, Germany.

Digital utilities: Insights from German Energiewende

- 05/12/16: Presenter, Digital utilities Europe 2016, Active Communications International, London, United Kingdom.

Power self-generation and self-consumption: Insights from the German Energiewende

- 02/03/16: Presenter, Power self-generation and self-consumption, Club Español de la Energía, Madrid, Spain.

European utilities: Strategic choices and cultural prerequisites for the future

- 09/16/15: Author & Presenter, Tomorrow's utilities: What future, or will there be a future?, Cornwall Energy, London, UK.

Innovationsindex für die Energiewirtschaft

- 06/29/15: Author & Presenter, „Intelligente Stromnetze“: Durch Energieinnovationen Chancen für Österreich eröffnen, Bundesministerium für Verkehr, Innovation und Technologie and E-Control, Vienna, Austria.

How far and how fast will changes occur?

- 04/28/15: Author & Presenter, The future of the electricity utilities project: European stakeholder meeting, Chatham House, London, UK.

Country Profile: Energiewende – Insights from Germany on changing energy markets

- 04/10/15: Author & Presenter, The forum 2100: Innovation in business and energy for the new millennium, EPFL, College of Management of Technology, Lausanne, Switzerland

Decentralized Energy in Europe Virtual Event

- 05/20/14: Presenter, Decentralized Energy in Europe Virtual Event, PennWell Corporation, Mannheim, Germany.

Near autonomous energy communities- examining the liberating and revolutionary trend in Germany

- 04/29/14: Presenter, Platts European Power Summit, Platts, Berlin, Germany.

Oxford seminar on electricity markets

- 04/24/14: Panelist, Oxford seminar on electricity markets, Oxford Institute for Energy Studies, Oxford, UK.

Germany's decentralized energy revolution

- 04/23/14: Presenter, Cornwall Energy Event, Cornwall Energy, London, UK.

Hemmnisse bei der Umsetzung von Gebäudeeffizienz

- 10/06/10: Author & Presenter, ESMT Climate Lunch, ESMT in cooperation with WWF and BDI, Berlin, Germany.

Mobilitätskonzepte der Zukunft: Vorreiterrolle Deutschland

- 06/29/10: Author & Presenter, ESMT Climate Lunch, ESMT European School of Management and Technology, Berlin, Germany.

Europäische Incumbents auf dem Weg zur „Low Carbon Economy“

- 04/13/10: Author & Presenter, ESMT Climate Lunch, ESMT European School of Management and Technology, Berlin, Germany.

Innovation among European electricity incumbents. The use of data envelopment analysis as a measurement tool

- 10/10/09: 8th Conference on Applied Infrastructure Research, The Workgroup for Infrastructure Policy (WIP) at Berlin University of Technology (TU Berlin), the German Institute for Economic Research (DIW Berlin), the Institute for Economic Policy Research (IWW) at University of Karlsruhe, and the Chair for Energy Economics & Public Sector Management (EE2) at Dresden University of Technology, Berlin, Germany.

On the verge of a paradigm shift? From centralized to decentralized power generation

- 12/04/08: Author & Presenter, Innovative Companies in the Energy Paradigm Shift, Alpha Summit Europe, Munich, Germany.

Determinates of privatization revenues in East European and central Asian electricity restructuring

- 10/11/08: Author & Presenter, 7th Conference on Applied Infrastructure Research, The Workgroup for Infrastructure Policy (WIP) and the Center for Network Industries and Infrastructure (CNI) at Berlin University of Technology (TU Berlin), the German Institute for Economic Research (DIW Berlin), and the Chair for Energy Economics & Public Sector Management (EE2) at Dresden University of Technology, Berlin, Germany.

Determinants of privatization assets in Eastern Europe and central Asia

- 06/19/08: Author & Presenter, 31st International Association for Energy Economics Conference, IAEE, Istanbul, Turkey.

## **News/Media**

*Blockchain: The transaction solution for decentralized electricity markets?*

- June 15, 2016 Global Network Perspectives: Blockchain, technology, energy markets, utilities, decentralized billing, Bitcoin, startups, Fintech  
<http://gnp.advancedmanagement.net/article/2016/06/blockchain-transaction-solution-decentralized-electricity-markets>

*Decentralised energy: From niche to mass market*

- June 1, 2016 EEnergy Informer:  
<http://www.menloenergy.com/?p=1480>

*Digitalisierung: Anarchie auf dem Strommarkt*

- May 24, 2016 Bizz Energy:  
[http://bizzenergytoday.com/anarchie\\_auf\\_dem\\_strommarkt](http://bizzenergytoday.com/anarchie_auf_dem_strommarkt)

*Da ansetzen, wo es weh tut*

- May 17, 2016 PERSONALmagazin

*Introducing the Certificate of Excellence in Global Business*

- January 28, 2016 Global Network for Advance Management:  
<http://advancedmanagement.net/content/introducing-certificate-excellence-global-business>

*Focusing on Expertise for Business Impact*

- January 1, 2016 Developing Leaders Quarterly

*Wie gefährlich sind die Preisschwankungen beim Rohöl?*

- March 31, 2015 Inforadio RBB:  
[http://www.inforadio.de/programm/schema/sendungen/vis\\_a\\_vis/201503/218460.html](http://www.inforadio.de/programm/schema/sendungen/vis_a_vis/201503/218460.html)

*Netzwerke zwischen Forschungsinstituten und Unternehmen: Charakteristik deutscher Produktionsunternehmen.*

- October 1, 2014 Korean Broadcasting Systems (KBS): TV-Interview (Dokumentation)

*Innovation in der Solarbranche: Wie die Großen Neues versuchen*

- September 1, 2014 PV Magazine

*Die Solar-Guerilla*

- July 10, 2014 BIZZ Energy Today: print and online  
[http://bizzenergytoday.com/die\\_solar\\_guerilla](http://bizzenergytoday.com/die_solar_guerilla)

*Examining the impact of distributed generation*

- June 16, 2014 Energyspectrum

*Self-producing rather than renewable energy the key innovation*

- May 28, 2014 Cogeneration and On-Site Power Production:  
<http://www.cospp.com/articles/2014/05/self-producing-rather-than-renewable-energy-the-key-innovation.html>

*Industry experts gauge the health of EU's decentralised energy*

- May 21, 2014 Cogeneration and On-Site Power Production:  
<http://www.cospp.com/articles/2014/05/industry-experts-gauge-the-health-of-eu-s-decentralised-energy.html>

*European energy utilities increase spending on R&D*

- March 20, 2014 Science Business:  
<http://www.sciencebusiness.net/news/76497/European-energy-utilities-increase-spending-on-R-and-D>

*Bioenergy in China: Can China learn from Germany's Experience?*

- March 10, 2014 CKGSB Knowledge:  
<http://knowledge.ckgsb.edu.cn/2014/03/10/technology/bioenergy-in-china/>

*Lasst uns Brennstoff, Treibstoff und Kraftstoff anbauen*

- March 7, 2014 Business Magazine Russia:  
<http://b-mag.ru/2014/alternativnaya-energetika/rastim-goryuchee/>

*US utilities and distributed generators: Enemies no more?*

- February 18, 2014 Cogeneration & On-Site Power Production: Volume 15, Issue 1  
<http://www.cospp.com/articles/print/volume-15/issue-1/features/us-utilities-and-distributed-generators-enemies-no-more.html>

*Germany offers blueprint for energy use*

- February 12, 2014 The St. Petersburg Times: Issue # 1797, print and online  
<http://sptimes.ru/story/39125?page=3#top>

*Innovationskraft der Energiewirtschaft untersucht*

- February 6, 2014 Umweltdienstleister:  
<http://umweltdienstleister.de/2014/02/06/innovationskraft-der-energiewirtschaft-untersucht/>

*Innovationsindex: Energiekonzerne investieren mehr in Forschung*

- February 6, 2014 Energate Messenger

*Die schwierige Erneuerung*

- February 6, 2014 Wirtschaftswoche:  
<http://www.wiwo.de/energiebranche-die-schwierige-erneuerung/9440622.html>
- February 4, 2014 Handelsblatt.com:  
<http://www.handelsblatt.com/technologie/das-technologie-update/energie/energiebranche-die-schwierige-erneuerung/9429668.html>

*The German energy turnaround: Implications for Russia*

- January 22, 2014 Energy Daily:  
[http://www.energy-daily.com/reports/The\\_German\\_energy\\_turnaround\\_implications\\_for\\_Russia\\_999.html](http://www.energy-daily.com/reports/The_German_energy_turnaround_implications_for_Russia_999.html)

*Low gas and oil prices don't mean an end to renewable energy*

- January 17, 2014 Crain's Cleveland: Article/Guest Blog  
<http://www.crainscleveland.com/article/20140117/BLOGS05/140119812/1241/newsletter04#>

*Pros and cons of use of renewable energy sources in Russia and Germany*

- January 14, 2014 Turkish Weekly:  
<http://www.turkishweekly.net/news/161452/pros-and-cons-of-use-of-renewable-energy-sources-in-russia-and-germany.html>
- January 13, 2014 Voice of Russia: Radiointerview  
[http://sputniknews.com/voiceofrussia/2014\\_01\\_14/What-are-pros-and-cons-of-use-of-renewable-energy-sources-8181/](http://sputniknews.com/voiceofrussia/2014_01_14/What-are-pros-and-cons-of-use-of-renewable-energy-sources-8181/)

*Die Wende der großen Vier*

- December 27, 2013 Handelsblatt

*Wie sich Schweizer Retailbanken differenzieren sollten*

- November 19, 2013 Springer Professional:  
<http://www.springerprofessional.de/wie-sich-schweizer-retailbanken-differenzieren-sollten/4814084.html>

*Multiple paths to grid evolution: No one size fits all*

- October 2, 2013 The Energy Collective:  
<http://theenergycollective.com/christine-hertzog/282591/multiple-paths-grid-evolution-no-one-size-fits-all>

*Pentecost global conference: "Los directivos valoran a la baja el liderazgo de los máximos ejecutivos"*

- October 2, 2013 ComunicacionesHoy:  
<http://www.comunicacioneshoy.es/es/pentecost-global-conference-los-directivos-valoran-la-baja-el-liderazgo-de-los-maximos-ejecutivos/02/10/2013>

*Bioenergy efforts empower german villages*

- July 14, 2013 The Wall Street Journal:  
<http://online.wsj.com/article/SB10001424127887324867904578590944127144244.html?cb=logged0.218900005989473&cb=logged0.3189662469322614>

*Lebensmittelzeitung: Bioenergy efforts empower german villages*

- July 14, 2013 The Wall Street Journal:  
<http://online.wsj.com/article/SB10001424127887324867904578590944127144244.html?cb=logged0.218900005989473&cb=logged0.3189662469322614>

*WADE Annual Conference and Joint Meeting with the Northeast Clean Heat and Power Initiative*

- July 6, 2013 Online PR News:  
<http://www.onlineprnews.com/news/396667-1372995559-wade-annual-conference-and-joint-meeting-with-the-northeast-clean-heat-and-power-initiative.html>



*Schöne neue Energiewelt*

- February 15, 2013 Handelsblatt

*Bionergy villages: the art of taking control*

- January 7, 2013 Power in Europe

*Strategie der Energiewende*

- June 6, 2011 The European:

<http://www.theeuropean.de/christoph-burger/6927-strategie-der-energiewende>

*Europäische Industriekonsolidierung: Die unterschätzte Dynamik*

- October 22, 2008 Börsen-Zeitung

*Handel und Industrie*

- January 1, 1994 LZ Journal

*Bausteine für Zukunftsstrategien im Handel*

- January 1, 1991

## **Languages**

German (native), English (high proficiency).