



Dr. Dipl.-Kfm. Dipl.-Wirtsch.-Inf. Sebastian Huber

DIRECTOR ENTERPRISE ARCHITECT

I am Director of Enterprise Architecture at adidas AG and former Head of the Research Department "Business Process Management" at the Chair of Information Systems (Friedrich-Alexander-University Erlangen-Nuremberg). As Managing Director of the Institute for Business & IT Solutions (INBITS GmbH) I am responsible for numerous cooperation projects enabling the knowledge transfer between research and industry.

Name
Dr. Sebastian Huber

Date of Birth
20th August, 1983

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Employment

- since 2017 **adidas AG**
Director Enterprise Architect
Herzogenaurach
- since 2016 **adidas AG**
Senior Enterprise Architect
Herzogenaurach
- since 2011 **INBITS GmbH**
Managing Director
Herzogenaurach
- 2016 **Fraunhofer IIS**
Manager Innovation & Technology
Fraunhofer IIS, SCS, Nuremberg
- 2014-2016 **University of Erlangen-Nuremberg**
Post-Doc. Member of Research Staff
Chair of Information Systems, Nuremberg
- 2009 - 2013 **University of Erlangen-Nuremberg**
Member of Research Staff
Chair of Information Systems, Nuremberg
- 2011 - 2012 **adidas AG**
Enterprise Architect
Herzogenaurach
- 2008 - 2011 **BIK GmbH**
Business Analyst / Solution Architect
Nuremberg
- 2008 **University of Erlangen-Nuremberg**
Research Assistant
Chair of Information Systems, Nuremberg

- 2006 - 2008 **Siemens AG**
International Roadshow Promoter
Nuremberg
- 2001 - 2005 **adidas AG**
Working Student
Herzogenaurach
- 2004 **INA-Schaeffler KG**
Working Student
Herzogenaurach
- 1999 - 2004 **Siemens AG**
Working Student
Nuremberg

Education

- 2009 - 2013 **Conferral of Doctorate**
University of Erlangen-Nuremberg
Degree: Dr. rer. pol. (summa cum laude - 1.0)
- 2004 - 2009 **Diploma Business Administration**
University of Erlangen-Nuremberg
Degree: Dipl.-Kfm. Univ. (2,3)
Focus: Investment Banking & Capital Markets
- 2005 - 2008 **Diploma Information Systems**
University of Erlangen-Nuremberg
Degree: Dipl.-Wirtsch.-Inf. Univ. (1,7)
- 2003 - 2004 **Military Service**
Mainfranken-Kaserne Volkach
Pioneer diver and confident
- 1990 - 2003 **Abitur**
Gymnasium Herzogenaurach
Degree: Secondary School Degree (1,9)



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About Me

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Prizes and Awards



Ausgezeichneter Ort der Ideen 2016

3DPro - hochwertige Prothesen für die Dritte Welt
Deutsche Bundesregierung in Kooperation mit der Deutschen Bank



Outstanding Paper Award

HSSE 2015 - The Geek Factor - Assessing Technology Desirability



Outstanding Paper Award

IADIS 2014 - Increasing Strategy-Achievment in Business Process and Information Systems using an Objective-based Approach



Promotionspreis 2013

Hermann Gutmann Stiftung



DPG-Buchpreis 2003

Deutsche Physikalische Gesellschaft

Memberships

I2PM

Institute of Innovative Process Management

Interests

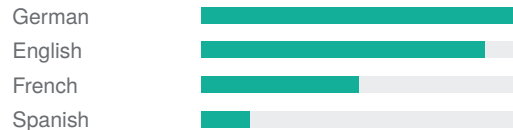
Sports (Basketball, Cross-Fit)

Electronics

Programming

Professional Skills

Languages



Teaching

More than 750 hours of lectures (Advanced Process Management, ARIS Process Consulting, E-Business Strategy & Networking, E-Procurement, Business Intelligence & Relationships, SAP Business Intelligence, Service Engineering, ...)

Certificates

Agile Centre

Certified LeSS Practitioner (CLP)

Bissantz & Company GmbH

DeltaMaster I - Kompaktschulung

Bissantz & Company GmbH

OLAP-Modellierung mit Microsoft SQL Server und Analysis Services

ESI International

Managing IT Projects

Fortbildungszentrum Hochschullehre (FBZHL)

Zertifikat Hochschullehre der Bayerischen Universitäten (Grund- / Aufbau- & Vertiefungsstufe)

FranklinCovey

Project Management Essentials

Friedrich-Alexander-Universität Erlangen-Nürnberg

ARIS Process Consulting

Friedrich-Alexander-Universität Erlangen-Nürnberg

SAP Business Intelligence

TWENTYEIGHT Strategy Execution

Estimating and Planning Agile Projects



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Projects

Fraunhofer IIS (since 2015)

Concept and implementation of a crowd-based solution for innovation management

adidas AG (2012)

Development of an Enterprise Domain Model in the context of enterprise architecture and solution design for a service-oriented marketing operations platform

Tommy Hilfiger B. V. (2010)

Modelling of retail processes and requirements specification for a software solution

N-Ergie AG (since 2014)

Conception and implementation of a publishing platform for business processes based on Microsoft SharePoint

BMW AG (2012)

Project management and requirements specification for a process-oriented solution for modelling and documentation of after-sales processes

adidas AG (2010)

Conception and implementation of a collaboration platform to support portfolio management

INBITS GmbH (since 2013)

Ongoing development, deployment and consulting for designing agile business processes using the in-house developed tool Collaborative Case Management

adidas AG (2011)

Development of a service-oriented integrated solution of 16 marketing applications based on Microsoft SharePoint

Pending Systems (2009)

Concept and implementation of an e-commerce portal with ERP connection

Ploetz + Zeller GmbH (2014)

Architectural consulting for a business process modelling solution

adidas AG (2011)

Development of a collaboration platform for knowledge management

adidas AG (2009)

Project management and requirements specification for a retail platform

MID GmbH (2014)

Architectural consulting for an integrated business process management solution

adidas AG (2011)

Modelling and prototypical implementation of a workflow management system for supply chain integration processes

Hilgarth Asphalt (2009)

Integration of an industrial plant for the production of asphalt as part of a ISO certification

IREKS GmbH (2013)

Process modelling and optimization of software release process

adidas AG (2011)

Concept and implementation of a trend radar for innovation management

Siemens AG (2008)

Modelling of licensing processes for factory control systems

Datev eV. (2013)

Process modelling and optimization of software release process

Tommy Hilfiger B. V. (2010/11)

Concept and implementation of a retail system with connections to SAP ERP and Warehousing based on Microsoft SharePoint

Siemens AG (2004)


Concept and implementation of a warehouse management system



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Publications

Huber, S. (2016):

Methodology and Tool Support for Adaptive Idea Exploitation in Open Innovation. In: Journal of Business & Information Systems Engineering, Wirtschaftsinformatik (BISE), 2016.

Roth, M., Koehler, A. & Huber, S. (2016):

Auf der Suche nach Markt- und Technologietrends im Internet der Dinge - Trendradar zur Absicherung der Innovationsstrategie, In: VDE Kongress 2016, Mannheim. 2016.

Zagel, C., Huber, S., Süßmuth, J., Obermeier, M. &

Bodendorf, F. (2016):

3DPro - Development of Low-Cost Prosthetics Using 3D Printing Technologies, In: Advances in The Human Side of Service Engineering. AHFE Conference 2016, Orlando, Florida, USA. 2016.

Huber, S. (2016):

Methodology and Tool Support for Adaptive Idea Exploitation in Open Innovation. In: Journal of Business & Information Systems Engineering, Wirtschaftsinformatik (BISE), 2016.

Huber, S., Mühlroth, C., Zagel, C., Schwarz, S. &

Bodendorf, F. (2016):

Agile Innovation Management. Working paper 01/2016, Lehrstuhl Wirtschaftsinformatik II, Friedrich-Alexander-Universität Erlangen-Nürnberg, Nürnberg.

Huber, S. (2015):

A Case Mining based Recommender System for Knowledge Workers. In: Proceedings of Fifth International Symposium on Data-Driven Process Discovery and Analysis (SIMPDA), 2015.

Piazza, A., Zagel, C., Huber, S., Hille, M. &

Bodendorf, F. (2015):

Outfit Browser - An Image-Data-Driven User Interface for Self-Service Systems in Fashion Stores. In: Advances in The Human Side of Service Engineering. AHFE Conference 2015, Las Vegas, USA.

Zagel, C., Huber, S. & Bodendorf, F. (2015):

The Geek Factor - Assessing Technology Desirability. In: Advances in The Human Side of Service Engineering. AHFE Conference 2015, Las Vegas, USA. [Best Paper Award]

Piazza, A., Zagel, C., Huber, S. & Bernotat, J. (2015):

Evaluation einer ähnlichkeitsbasierten Produktsuche für Kleidung. In: Diefenbach, S., Henze, N. & Pielot, M. (Eds.): Mensch und Computer 2015 – Proceedings (pp. 303-306). Berlin: De Gruyter Oldenbourg.

Huber, S., Schott, P. & Lederer, M. (2015):

IT-enabled Adaptive Open Innovation. In: Proceedings of the 23rd European Conference on Information Systems (ECIS) 2015, Münster.

Huber, S., Schott, P. & Eigner, I. (2015):

Principles of Agile Case Modeling and Tool Support. In: Proceedings of the 2nd International Workshop on Process Modelling Support Systems, ECIS, Münster.

Lederer, M., Huber, S. & Bodendorf, F. (2015):

BPM-Tools im Überfluss – Wie strategische Kriterien die Auswahl des richtigen IT-Werkzeugs beeinflussen: Einführung, Praxisreflexion, Perspektiven. In: Berglehner, F. & Wilbers, K. (Eds.), Schulisches Prozessmanagement - Einführung, Praxisreflexion, Perspektiven (pp. 294-332). Nürnberg.

Huber, S., Mühlroth, C. & Bodendorf, F. (2015):

Adaptive Innovation Management - Concept and Tool Support. In: Proceedings of the 2015 Annual SRII Global Conference, IEEE, Silicon Valley, California, USA.

Huber, S., Fietta, M. & Hof, S. (2015):

Process Mining Based Recommender System for Adaptive Case Management. In: Proceedings of the 2015 Annual SRII Global Conference, IEEE, Silicon Valley, California, USA.

Zagel, C., Schopka, J., Piazza, A., Huber, S., Hofmann, J. & Bodendorf, F. (2015):

Digital Company - Eine Marktanalyse zur Verwendung sozialer Medien in der Bekleidungsindustrie. Working paper 03/2015, Lehrstuhl Wirtschaftsinformatik II, Friedrich-Alexander-Universität Erlangen-Nürnberg, Nürnberg.

Huber, S., Fietta, M. & Hof, S. (2015):

Next Step Recommendation and Prediction based on Process Mining in Adaptive Case Management. In: Proceedings of the S-BPM ONE '15, Kiel, ACM, New York.

Schott, P., Lederer, M., Huber, S. & Keppler, A. (2015):

Enhancing Process Compliance in Complex Product Developments Insights from an International Manufacturer. In: Proceedings of the S-BPM ONE '15, Kiel, ACM, New York.

Huber, S., Schott, P. & Lederer, M. (2015):

Adaptive Open Innovation - Solution Approach and Tool Support. In: S-BPM ONE '15, Kiel, ACM, New York.



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Publications

Zagel, C., Huber, S., Bodendorf, F. & Gröger, J. (2014):

Echtzeit-Personalisierung kontextadaptiver Systeme auf Basis von Sensordaten: Design und Entwicklung einer Präsentationsschnittstelle auf Basis von Websockets. Working paper 02/2014, Lehrstuhl Wirtschaftsinformatik II, Friedrich-Alexander-Universität Erlangen-Nürnberg, Nürnberg.

Lederer, M. & Huber, S. (2014):

Connectivity, Simplification, and Performance Measurement: Guidelines for Business Process Strategists in Re-Engineering Projects. In: IADIS International Journal on Computer Science and Information Systems. p. 132-145.

Huber, S. (2014):

Informationsintegration in dynamischen Unternehmensnetzwerken: Architektur, Methode und Anwendung. Springer Fachmedien Wiesbaden. [Promotionspreis der Hermann-Gutmann-Stiftung 2013]

Huber, S., Zagel, C. & Bodendorf, F. (2014):

Interactive system design for collaborative case management. In: Freund, L., Cellary, W. (Eds.): Advances in The Human Side of Service Engineering. AHFE Conference 2014, p. 233-246.

Bodendorf, F. & Huber, S. (2014):

From Prescriptive Process Models to Agile Case Modeling. In: Eco-Mod2014 - International Conference on Economic Modeling, Bali, Indonesia.

Huber, S., Lederer, M. & Bodendorf, F. (2014):

IT-enabled Collaborative Case Management: Principles and Tools. In: Waleed W. Smari, Geoffrey C. Fox, Mads Nygård (Eds.): Proceedings of the 2014 International Conference on Collaboration Technologies and Systems, Minneapolis, Minnesota, USA, IEEE by The Printing House, Inc., Stoughton, p. 259 - 266.

[Nominated for Best Paper Award]

Lederer, M., Huber, S. & Kocak, I. (2014):

Increasing Strategy-Achievement in Business Processes and Information Systems using an Objective-based Optimization Approach. In: Nunes, M.B., Peng, G. C. (Eds.): Proceedings of the International Conference Information Systems Post-Implementation and Change Management 2014, Lisbon, International Association for Development of the Information Society, Lisbon, p. 183-190.

[Best Paper Award]

Kurz, M., Lederer, M. & Huber, S. (2013):

Leaving the Happy Path: Handling Exceptions in Business Processes. In: Nunes, M. B., Isaias, P., Powell, P. (Eds.): Proceedings of the International Conference Information Systems 2013, Lisbon, IADIS Press, Lisbon, p. 71-78.

Lederer, M., Huber, S. & Zellner, C. (2013):

Business Process Deployment Scorecard: Managing Process Changes Transparently. In: Nunes, M.B., Peng, G. C., Roth, J. (Eds.): Proceedings of the International Conference Information Systems Post-Implementation and Change Management 2013, Prague, International Association for Development of the Information Society, Lisbon, p. 3-10.

Lederer, M., Schott, P., Huber, S. & Kurz, M. (2013):

Strategic Business Process Analysis: A Procedure Model to Align Business Strategy with Business Process Analysis Methods. In: Fischer, H., Schneeberger, J. (Eds.): S-BPM ONE Running Solutions: 5th International Conference S-BPM ONE 2013 Proceedings, Deggendorf, Germany. Springer, Berlin, p. 247-263.

Kurz, M., Lederer, M., Huber, S. & Fleischmann, A. (2013):

Planning for the Unexpected: Exception Handling and BPM. In: Fischer, H., Schneeberger, J. (Eds.): S-BPM ONE Running Solutions: 5th International Conference S-BPM ONE 2013 Proceedings, Deggendorf, Germany. Springer, Berlin, p. 123-149.

Huber, S., Hauptmann, A., Lederer, M. & Kurz, M. (2013):

Managing Complexity in Adaptive Case Management. In: Fischer, H., Schneeberger, J. (Eds.): S-BPM ONE Running Solutions: 5th International Conference S-BPM ONE 2013 Proceedings, Deggendorf, Germany. Springer, Berlin, p. 209-226.

Bodendorf, F., Schwarz, S. & Huber, S. (2012):

A Framework For Selecting Idea Evaluation Methods In Innovation Management. In: In Proceedings of The 2012 Las Vegas International Academic Conference, Las Vegas, Nevada USA, p. 302-303.

Huber, S., Schwarz, S. & Kaul, A. (2012):

Enterprise Domain Model - Ein Ansatz zur Identifikation relevanter Services für die Cloud 3.0. Fröschle, H.-P. (Eds.): HMD - Praxis der Wirtschaftsinformatik. Heft 288 (Dezember 2012), dpunkt.verlag GmbH , p. 78-86.

Huber, S., Hilgarth, B. & Schicker, G. (2012):

Reflexion des Last-Mile-Problems im Geschäftsprozessmanagement: Ursachen, Lösungsansätze und Praxisbeispiele. In: Kirschner, B. & Kilian, D. (Eds.): Prozessmanagement & Logistik; Netzwerke gestalten - Wertschöpfung optimieren, STUDIA Universitätsverlag, p. 155-188.

Kurz, M., Huber, S. & Hilgarth, B. (2012):

ProcessWiki: A Contribution for Bridging the Last Mile Problem in Automotive Retail. In: S-BPM ONE 2012, Springer, Vienna, p. 151-167.



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Teaching Activities

More than 750 hours of teaching in...

Lecture & Exercises

- 2012 - 2016: "Advanced Process Management", Master, English, Winter Term
- 2010 - 2016: "E-Procurement", Bachelor, German, Summer Term
- 2010 / 2015: "E-Business Strategy & Networking", Master, English, Winter Term
- 2011 - 2013: "Business Intelligence & Relationships", Master, English, Summer Term

Computer-based Courses

- 2013 - 2016: ARIS Process Consulting, Extracurricular Course, German, Summer & Winter Term
- 2011 - 2013: SAP Business Intelligence, Extracurricular Course, German, Summer & Winter Term
- 2009 - 2011: Prozess- & Informationsmanagement / Service Engineering, Bachelor, German, Winter Term

Seminars

- 2013 - 2016: Praktikum Wirtschaftsinformatik, Master & Bachelor, German, Summer & Winter Term
- 2013: "Case-Solving Seminar", Master, English, Winter Term
- 2010 - 2012: "Interdisciplinary Business Project", Master, English, Summer & Winter Term

Theses

Advisor of more than 150 theses (Bachelor & Master)

Reviewing Activities

Reviewer

- International Conference on Information Systems (ICIS)
- Hawaii International Conference on System Sciences (HICCS)
- HMD - Praxis der Wirtschaftsinformatik
- Multikonferenz Wirtschaftsinformatik (MKWI)
- Wirtschaftsinformatik (WI)

Member of Program Committee

- Multikonferenz Wirtschaftsinformatik (MKWI 2016)
- Process Innovation Day 2014

Track-/ Session Chair

- International Conference on Collaboration Technologies and Systems (CTS 2014)
- International Conference on Subject-Oriented Business Process Management (S-BPM One 2015)