

## Kontakt

[www.linkedin.com/in/tilman-schaich](http://www.linkedin.com/in/tilman-schaich)  
(LinkedIn)

## Top-Kenntnisse

Nachhaltigkeit

Künstliche Intelligenz (KI)

Artificial Intelligence

## Certifications

KI trifft auf Design Thinking:  
Synergien erkennen und nutzen

Sustainability in the digital age:  
Environmental Impacts of AI  
Systems (envai2025)

## Honors-Awards

„Design Management Europe Award  
- Newcomer“ (2007)

if award - best selection office design  
2003

if Design Award 2003

Red Dot „best of the best“

# Tilman Schaich

Innovation Manager / Deputy Head of Digital Transformation  
Unit / Member of the Executive Board of the Goethe-Institut e.V.,  
Employee Representative of the Head Office  
Bayern, Deutschland

## Zusammenfassung

Industrial Designer (MA), creator and networker. Cultural worker and urban activist. Wide experience in innovation and business development, product management, project management, design & brand strategy, campaigning, pr & communications, design management, user centered design and ergonomics, partner management.

---

## Berufserfahrung

Goethe-Institut e.V.

4 Jahre 4 Monate

Mitglied des Präsidiums, Arbeitnehmer\*innenvertretung der Zentrale  
Januar 2026 - Present (3 Monate)

München, Bayern, Deutschland

Kernaufgaben des Präsidiums:

- Bestellung und Kontrolle des Vorstands
- Strategische Ausrichtung und Grundsatzentscheidungen
- Genehmigung wichtiger Berichte und Abschlüsse

„Das Präsidium nimmt insbesondere die Bestellung des Vorstandes und die Überwachung von dessen Tätigkeit wahr. Für Entscheidungen und Maßnahmen von grundsätzlicher Bedeutung bedarf der Vorstand der Zustimmung des Präsidiums. Das Präsidium besteht aus der Präsidentin, sechs Mitgliedern, die von der Mitgliederversammlung aus ihrem Kreis gewählt werden, je einem/r Vertreter\*in des Auswärtigen Amtes und des Bundesministeriums der Finanzen sowie drei von den Arbeitnehmer\*innen gewählten Mitgliedern.“

Stellvertretende Leitung Einheit Digitale Transformation  
September 2025 - Present (7 Monate)

München, Bayern, Deutschland

## Referent für digitale Innovation / Digital Innovation Manager

Januar 2025 - Present (1 Jahr 3 Monate)

München, Bayern, Deutschland

The Goethe-Institut is the globally active cultural institute of the Federal Republic of Germany. We promote cultural exchange, education and social discourse in an international context and support the teaching and learning of the German language.

### Responsibilities:

- Institutionalizing innovation processes within the overall organization with its 158 sites worldwide.
- Strategic and digital innovation, individual consulting for innovation projects.
- Maintenance of internal and external networks.

## Referent für Innovationen/Innovation Manager

Dezember 2021 - Dezember 2024 (3 Jahre 1 Monat)

München, Bayern, Deutschland

The Goethe-Institut is the globally active cultural institute of the Federal Republic of Germany. We promote cultural exchange, education and social discourse in an international context and support the teaching and learning of the German language.

### Responsibilities:

- Institutionalizing innovation processes within the overall organization with its 158 sites worldwide.
- Strategic and digital innovation, individual consulting for innovation projects.
- Maintenance of internal and external networks.

## Mucbook Magazin

Sen. Project Manager Experience bei MUCBOOK – PR, Content Marketing, Online-Strategie, Event

Januar 2019 - Mai 2020 (1 Jahr 5 Monate)

München und Umgebung, Deutschland

## MUCBOOK CLUBHAUS

Sen. Project Manager Experience - PR, Content Marketing, Online-Strategie, Event

Januar 2019 - Mai 2020 (1 Jahr 5 Monate)

München und Umgebung, Deutschland

## DAS ANDERE LEBEN - Demokratiekampagne von Thomas Darchinger und Wolfgang Lackerschmidt

Tourmanager

Januar 2019 - April 2020 (1 Jahr 4 Monate)

DAS ANDERE LEBEN is a campaign on democracy, designed as a live presented school event and is highly praised as "the best event currently available on the subject nationwide".

The campaign is directed by actor and Grimme Award winner Thomas Darchinger ("Tatort", "Polizeiruf", "Der Bulle von Tölz", "Rosenheim Cops", etc.) with musical support from Wolfgang Lackerschmidt, a Bavarian figurehead of the international jazz scene.

DAS ANDERE LEBEN is under the patronage of numerous minister presidents and the sponsorship of federal executives of all democratic parties, as well as numerous other supporters, such as the president of the Federal Agency for Civic Education.

By now more than 100.000 students have been reached nationwide.

DAS ANDERE LEBEN gilt als die derzeit beste Schulveranstaltung in Deutschland zum Thema und wird als "die bundesweit aktuell beste Veranstaltung, die es zu dem Thema gibt" hoch gelobt.

Durchgeführt wird die Kampagne von dem Schauspieler und Grimme-Preisträger Thomas Darchinger („Tatort“, „Polizeiruf“, „Der Bulle von Tölz“, „Rosenheim Cops“, etc.) in musikalischer Unterstützung von Wolfgang Lackerschmidt, einem bayerischen Aushängeschild der internationalen Jazzszene.

DAS ANDERE LEBEN steht unter der Schirmherrschaft von zahlreichen Ministerpräsidenten und der Patenschaft von Bundesvorständen sämtlicher demokratischen Parteien, sowie zahlreichen weiteren Unterstützern, wie zB dem Präsidenten der Bundeszentrale für politische Bildung.

Bisher wurden bundesweit über 100.000 Schüler erreicht.

[www.dasandereleben.de](http://www.dasandereleben.de)

bayern design GmbH

Project Manager MCBW START UP, exhibitions, workshops, talks  
September 2014 - August 2018 (4 Jahre)

Nürnberg und Umgebung, Deutschland

bayern design is the official design center in Bavaria and main organizer of the 'Munich Creative Business Week' (MCBW). MCBW START UP is the platform for startups and innovative business ideas from the creative industries during

the MCBW, focusing on sustainability and social impact. In cooperation with a wide range of partners, business workshops, coachings and lectures are offered to support the entrepreneurs. Public highlight of MCBW START UP is the 'Creative Demo Night', a showcase of 40 cutting edge Startups, presenting their business models (see video below).

Responsibilities:

- Research and identifying needs of startups/innovative projects
- Development of the program MCBW START UP (from concept to realization)
- Partner acquisition, matchmaking (regarding the needs of startups/ entrepreneurs to design their business: Strategy, technology, sustainability & impact, scalability, business planning & funding, design, communication, team building)
- Partner management
- Communication online/offline

As the main contact for corporations, organizations and designers in Bavaria, bayern design developes, coordinates and promotes design and innovation-related activities, with the focus on the communication of design skills like design strategy, design thinking, UX design, innovation management, product design and service design, to enable a sustainable development.

bayern design is assigned and sponsored by the Bavarian State Ministry of Economic Affairs and Media, Energy and Technology.

**Eventwide München**

Location Head Munich

März 2010 - Juli 2014 (4 Jahre 5 Monate)

München und Umgebung, Deutschland

EVENTWIDE is developing and producing an innovative system of furniture & logistics. Supplying the MICE business (Meetings Incentives Conventions Events), the company is based in 5 European countries (AT, CH, DE, GB, PL).

[www.eventwide.com](http://www.eventwide.com)

**Bene**

Product Manager

Juni 2008 - April 2009 (11 Monate)

Vienna / Waidhofen a.d. Ybbs

Bene is a specialist in designing and furnishing modern office and working environments. Founded in 1879, Bene is a globally active group of companies, with its head office and production facilities in Austria, and is active in more than 40 countries.

[www.bene.com](http://www.bene.com)

## JUSTINCASE

Design Manager/Product Manager

September 2006 - Juni 2008 (1 Jahr 10 Monate)

Vienna

JUSTINCASE was founded in 2005 and successfully designs and produces an award winning family of portable bars for the European M.I.C.E. market by combining the highest design standards with unique functionality (see video below).

JUSTINCASE won the DME\_Award 2007 (Design Management Europe Award) in the category 'New-Comer'.

[www.justincase.at](http://www.justincase.at)

Product Designer (freelance)

Product Designer

Oktober 1998 - September 2006 (8 Jahre)

Munich

Freelance designer for Christophe Marchand Design (Zurich), Struppler Industriedesign (Munich), Marwin Productdesign (Munich), Convoi Design (Vienna)

Design strategy, design concepts, prototyping, CAD-design, visualization, R&D

Projects for Porsche, Steelcase, Bene, Interstuhl, ICF S. p. A., etc.

---

## Ausbildung

karriere tutor

"Agile Business Development" · (2020 - 2021)

Universität für künstlerische und industrielle Gestaltung Linz

Master of Arts (MA), Industrial Design · (1993 - 1999)

Universitat de Barcelona

Facultat de Belles Arts - Disseny i Imatge · (1997 - 1997)