



## FREE WEBINAR

### ***Duration***

0.1 day

### ***Delivered By***



## Patrick Link

Since 2009 Patrick is Professor for Product Innovation in the study program "Industrial Engineering|Innovation" at the Lucerne University of Applied Sciences and Arts(LUASA) School of Engineering and Architecture.

He studied Mechanical Engineering and got his doctorate in the field of innovation management at the BWI ETH Zurich. After that, he worked for Siemens in various positions. His research and teaching interest are in the field of agile product management, Design Thinking and Entrepreneurship and the combination of these approaches, for example Design Thinking, Systems Thinking and Data Analytics. Together with Larry Leifer from Stanford University and Michael Lewrick from Swisscom, he is the Co-editor of the book "Das Design Thinking Playbook"