

Lecture Series of the Research Institute for Supply Chain Management

Friday, December 13, 2024, 12:30 pm



Building TC, Room TC 4.03
Welthandelsplatz 1,
1020 Vienna

THOMAS STAEBLEIN:

MANAGING OPERATIONS IN AUTOMOBILE COMPANIES - EXAMPLES OF OM RESEARCH & PRACTICE.

The talk, Managing Operations in Automobile Companies: Examples of OM Research & Practice, explores key operational strategies in the automotive industry. It covers Vehicle Routing Problems (VRP) in data operations for ADAS development and examines tech-driven change and vertical integration through case studies of Tesla and other OEMs. The presentation connects research insights with practical applications to highlight the industry's evolving dynamics.

Thomas Staeblein is the Head of Data Operations at Mercedes-Benz, with over 20 years of senior management experience leading teams in Germany, China, and the US. He holds a PhD in Engineering (summa cum laude) from TU Clausthal and has been a visiting researcher at the University of Cambridge. His expertise lies in lean production systems, data operations, and managing product variety. Since 2011, he has also been an Adjunct Lecturer at TU München - School of Management, publishing regularly in leading international journals (IJPE, IJPR) and serving as a reviewer in peer-review journals.

For further information, please contact sekretariat.itl@wu.ac.at
