



## Prof. Dr. Renata Thiébaut

PROFESSOR OF MARKETING

Dr. Renata Thiébaut is a Professor of Marketing at Gisma University of Applied Sciences and brings an impressive combination of academic excellence and global practical experience.

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### Links

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As an expert in e-commerce, AI ethics and digitalization, particularly with a deep expertise in the Asian and North American markets, she has worked in senior positions in both the private and public sectors – including at renowned organizations such as Alibaba, Tencent and the United Nations. Her professional career spans several continents and cultures. Between 2018 and 2020, she was also a researcher at Harvard University.

Internationally acclaimed, Dr. Renata has advised numerous Fortune 500 companies. She has effectively managed a diverse portfolio of over 1,000 brands, including PepsiCo, Unilever's Hourglass, Mondelēz, Nestlé (Beba and Garoto brands), Drogerie Markt, Aldi and Metro supermarkets, Dr. Oetker, Hansgrohe, among others; and collaborated with notable figures such as Taylor Swift, Magic Johnson, Kobe Bryant, Jennifer Aniston, Hulk, Jamie Foxx, Carmelo Anthony and Scottie Pippen.

Her commitment to diversity in the technology industry has been recognized several times: in 2020, she received the Innovator of the Year award from the International Professional Women's Society, followed by the honor of being named one of the 100 Brilliant Women in AI Ethics in 2025. She is also an IEEE AI Ethics Assessor and an editor and peer reviewer at the United Nations Secretariat.

# Focus themes

## **Trade conflicts and economic strategies**

Prof. Thiébaud examines the dynamics of global trade conflicts and their economic impact. How do tariffs, export restrictions and geopolitical tensions influence international supply chains and market strategies? What adjustments do trade wars require from companies and governments? With her extensive experience in global e-commerce and her expertise in Asian and European markets, she evaluates economic policy developments, analyzes strategic trade alliances and develops solutions for digital trade strategies.

## **E-commerce & cross-border projects**

Prof. Thiébaud analyzes the complexities of global commerce in the digital age, including market entry strategies, supply chain management and regulatory compliance in various jurisdictions. With her experience working with multinational companies such as Alibaba and Tencent, she offers valuable insights into navigating the intricacies of international markets and leveraging digital platforms for cross-border success.

## **Digital marketing, analytics and digital strategy**

In this area, Prof. Thiébaud excels at using data-driven insights to develop comprehensive digital marketing strategies that drive business growth and improve customer engagement. Her research focuses on using advanced analytics tools and techniques to optimize marketing campaigns, refine audience segmentation and maximize ROI.

## **E-governance and digital regulation**

Prof. Thiébaud researches the intersection of technology and governance. How can digital tools optimize government interventions and improve citizen services while complying with legal frameworks and regulations? How to assess the impact of emerging technologies on government policies and regulations? Drawing on her extensive experience in digital marketing and e-commerce, Prof. Thiébaud provides insights into effective implementation strategies in various international models.

# Vita

## **Professor**

GISMA Business School  
Seit 2022

## **COO & Partner**

Green Proposition Consulting  
Seit 2020

## **Alibaba Global Initiatives Partner & Professor**

Alibaba Business School  
2018–2022

# Gisma University

The Gisma University of Applied Sciences is a state-recognized private university. On its campuses in Potsdam and Berlin, it connects students and tutors from over 90 nations around the world. In its 16 programs, it enables students to become sought-after talents for the global business world in management, leadership, data sciences, AI and software engineering. Students learn from lecturers with a strong research background as well as from top executives and founders.

The university cooperates with a network of global companies from business and education, such as Mercedes, Deloitte, Birkenstock, TCS Pace, Zalando, Ebay and Vattenfall, and is a member of the SAP University Alliance. Moreover, Gisma is part of the initiative “Partnering in Business with Germany”, a global programme of the Federal Ministry for Economic Affairs and Climate Action and designed to promote foreign trade and investment. Gisma's aim is to provide innovative impetus for business and society by preparing its students for management practice in a world characterized by constant change and increasing complexity.

All of Gisma's degree programmes are state-recognized and are assessed by the Foundation for International Business Administration Accreditation (FIBAA) as well as the Accreditation Council. Gisma also benefits from individual accreditation from AMBA for its Global MBA, and CIM for the BSc and MSc Business Management degrees with Marketing specialization, making Gisma the only university in Germany to offer CIM accredited degrees. Gisma is part of GUS Germany GmbH (GGG), a dynamic network of higher education institutions with more than 15,000 students at locations in Germany, Europe and beyond. [www.gisma.com](http://www.gisma.com)