



Academic CV – Dr. Iris Pufé (MBA)

Scholar · Researcher · Author · Visiting Professor

PROFILE

Sustainability scholar and university lecturer with over 15 years of experience in higher education, executive training and international sustainability strategy. Author of the widely used textbook “Sustainability” (UTB, 3rd ed.; 4th revised edition in preparation). Developer of the “Evolutionary Sustainability Model”, integrating emergence theory, intelligence and consciousness into sustainability science.

Interdisciplinary bridge-builder connecting natural sciences, social sciences and cultural transformation. Strong expertise in sustainability theory, circular economy, postgrowth, ESG, and systemic change. Experienced in curriculum development (ECTS-compatible), thesis supervision and didactic innovation.

CORE COMPETENCES

- Broad expertise in **Sustainability Science** (Planetary Boundaries, Anthropocene, sustainability theories)
- Developer of the **Evolutionary Sustainability Model** (emergence, intelligence, consciousness)
- Strong methodological skills: **LCA, ecological footprint, ESG, sustainability indicators**
- Specialisation in **Circular Economy, Postgrowth, Digitalisation & Cultural Transformation**
- Extensive experience in **Sustainable Leadership & Change Management**
- Didactic innovation: **storytelling, visualisation, transdisciplinary case studies**
- Curriculum design for **Bachelor, Master and MBA programmes (ECTS-compatible)**
- **Languages:** German, English, French, Spanish, Italian
- Author of the standard textbook “**Nachhaltigkeit / Sustainability**” (UTB), 3rd edition 2017; 4th in preparation
- Skilled in **student supervision & coaching** (theses, mentoring)
- Strong **interdisciplinarity & bridge-building** between natural, social and cultural sciences

TEACHING EXPERIENCE

Hamburger Fernhochschule (HFH), Germany

- Developed distance-learning program in **Sustainability Management** (course materials, study guides, examinations).
- Designed program **Ecology/Psychology of Sustainability**.

Weincampus Neustadt, Germany

- Lecturer for **Sustainable Management** in the programme Wine, Sustainability & Sales.
- Course design: 3 teaching days/semester (5 ECTS); responsibilities: topic allocation, assessment, theses supervision.

Hochschule Fresenius, Germany

- Adjunct lecturer, **Integrative Sustainability Management**, in collaboration with Prof. Dr. Dennis Lotter.

Munich University of Applied Sciences, Germany

- Adjunct lecturer, **Corporate Social Responsibility – Strategy, Implementation, Best Practices**.

Ingolstadt University of Applied Sciences, Germany

- Adjunct lecturer, **Foundations of Sustainability – Strategy & Implementation**.

EDUCATIONAL BACKGROUND

FOM University of Applied Sciences, Munich (2008–2011)

MBA in Economics & Management.

Thesis: Best Practices in CSR – BMW as a German Best-Practice Model.

University of Augsburg (2003–2006)

PhD in Political Science.

Dissertation: Climate – Forests – Indigenous Peoples (published by oekom, 2007).

University of Augsburg (1998–2003)

Magister Artium (M.A.) in Political Science, Sociology, Communication Studies.

Focus: International Relations, Environmental Policy, Sustainability.

INTERNATIONAL ACADEMIC TRAINING

- **New York University, USA (2007):** Graduate Certificate in Transformation, Strategy & Marketing.
- **University of Technology, Sydney, Australia (2004):** Graduate Certificate in English Research & Journalism.

PROFESSIONAL EXPERIENCE (SELECTION)

City of Munich – Department of Health & Environment / Urban Planning

- Contributed to Local Agenda and sustainability strategy development.
- Stakeholder dialogues, public outreach.

Bavarian Industry Associations (vbw/vbm)

- Designed and implemented sustainability training for SMEs.

Fair Society GmbH / Allgäu GmbH

- Developed a **regional sustainability strategy** for Allgäu (tourism, culture, education).

Languages: German, English, French, Spanish, Italian

