

New People



Anas El Boukhrissi from RWTH Aachen University in Germany will be visiting IfM August-December 2021, as part of his Master's research project. The focus is on developing strategic toolkit for urban air mobility, which is characterised by a high degree of dynamism and complexity, centred on scenario-driven roadmapping. Anas is being hosted by the Centre for Technology Management during his visit, collaborating with Dr Rob Phaal.



Maximilian Elsen joined the Institute for Manufacturing as a PhD candidate in engineering under the supervision of Dr Frank Tietze in October 2020. His research focuses on identifying patents for climate change mitigation by using machine learning and assessing the sustainability of patent portfolios on an organisational/firm level. He is interested in the valuation of technologies and innovation to enhance decision making processes. Prior to starting his PhD, Max earned a B.Sc. and M.Sc. in Mechanical Engineering and Business Administration from RWTH Aachen University as well as a M.Sc. in Mechanical Engineering from Tsinghua University. He further holds a M.Sc. in Business Analytics from University College London and was a visiting student at the Massachusetts Institute of Technology.



Anna-Marie Greenaway joins the IfM after a 30 year career in international energy, most recently as Global Director of International University Partnerships at BP. In this role, Anna has been working with the University of Cambridge since 2012 and until September 2020 served on the Advisory Committees of the Cambridge Centre for Risk Studies, Scott Polar Research Institute and the BP Institute for Multiphase Flow as well as the Clean Energy Centre at Tsinghua University, Beijing and the PROSPER low carbon rural energy project at IIM Ahmadabad, India. In 2017 she was appointed the Science Advisory Council for the UK government Department of Transport and will remain a member of the Council while undertaking her part-time PhD research at the IfM. Her academic background is in Earth Sciences and she hold a BSc from RHBNC University of London and completed a Masters in Sustainability Leadership from the University of Cambridge between 2010-2012 with a dissertation on Strategic Roadmapping for CCUS technologies in China. Her PhD is supervised by Dr Rob Phaal and aims to explore the development of strategic roadmapping frameworks and toolkits to assure delivery of net zero carbon ambitions.



Jan Helmich is a PhD Student under the supervision of Dr. Thomas Bohné. As part of the Cyber-Human Lab he investigates how technological opportunities will shape the future of work and human-machine collaboration. He is also involved with the Cambridge University Boat Club and the German Paralympic Rowing team, hoping for the participation at the 2021 Paralympic Games in Tokyo. Before starting his PhD, Jan obtained an MPhil in Industrial Systems, Manufacture and Management as well as a BA (Hons.) in Computer Science from the University of Cambridge. During that time, he has focussed heavily on Computer Vision, Augmented Reality and Human-Computer Interaction (HCI).



Pete Jha is a technology leader with over two decades of experience in software and systems development in High Performance Computing, Analytics, Department of Defense, and Aerospace markets. He has participated and led several industry-wide standards initiatives notably VPX/OpenVPX, PCIExpress, OMS/UCI, etc. Pete's research interests are in Strategy and Innovation, Decision Making, and Technology Management. Pete holds a B.S. in Mechanical Engineering from Manhattan College, a M.S. in Electrical and Computer Engineering from University of California - San Diego, and an MBA from the University of Oxford. He has authored and co-authored papers in international journals, conferences and magazines. Pete is doing a PhD under the supervision of Dr Letizia Mortara.



Prof Jung-hoon (John) Lee joined the IFM as a visiting academic fellow in the Centre for Technology Management in Nov. 2020. He is also Professor of Technology & Innovation management at the Graduate School of Information, Yonsei University, Seoul, Korea. Prof. Lee is recognized as one of the leading smart city experts and has involved in leading smart city projects based on technology management approach. Prof. Lee has published more than 100 journals and conference papers and his research papers on smart cities were ranked with the most cited articles in Technological Forecasting & Social Change. Professor Lee is also serving as a chairman of the Smart City Committee for the Seoul Metropolitan Government and an advisory member of National Smart City Committee and Open Data Strategy Council for the Korean government. Prof. Lee also contributes to several consulting and advisory services including ARUP, CISCO, GSMA, SK Telecom, KT, LG U+, LG CNS and HYUNDAI Motors and worked with UN ESCAP and OECD as an external expert and also trained executive-level civil servants around the globe including G20 and developing countries. He received a B.Eng./MSc. from the University of Manchester and MSc from the London School of Economics and Ph.D. from the Institute for Manufacturing, University of Cambridge. Prior to joining the GSI faculty at Yonsei University, he worked for LG CNS as a senior business/IT consultant.

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Leon Pietschmann is a Doctoral Student under the supervision of Dr Thomas Bohné. As part of the Cyber-Human Lab his research focuses on Mixed Reality technology. Prior to that Leon worked as a Management Consultant at the Boston Consulting Group (BCG), specialising in topics related to innovation management, as well as tech-related aspects such as industry 4.0, operational efficiency, lean manufacturing, and data science. Leon holds an MPhil in Industrial Systems, Manufacture and Management (ISMM) from the University of Cambridge as well as a B.Sc. in Industrial Engineering and Management from the Karlsruhe Institute of Technology (KIT).



Carl-Magnus Von Behr is a first year PhD student under the supervision of Prof Tim Minshall. His research investigates the role of knowledge sharing among NHS hospital estates and facilities management departments for the resilient and sustainable delivery of care in the face of change. Prior to starting his PhD, Carl obtained an MPhil in Industrial Systems, Manufacture and Management at the IfM. In his dissertation, he worked closely with Prof Tim Minshall on challenges and lessons learned in disaster response manufacturing consortia with a case study on the UK Ventilator Challenge. In addition, he worked as a Voluntary Process Engineer in the Cambridge University Hospitals NHS Foundation Trust evaluating the medical oxygen supply systems in Addenbrooke's Hospital during the first wave of COVID-19 pandemic. He holds a B.Sc. in Industrial Engineering and Management from TU Berlin University, Germany.



Bang Ming Yong has a background in electronics engineering from Malaysia. During his time as a student researcher at CTM, he investigated the growth of technology-based social enterprises at Cambridge and was previously involved in kickstarting research interest in virtual reality for manufacturing applications. His current research interests are in the application of digital technologies to create positive societal impact. He is currently doing a project in collaboration with Lions REACH, a pioneering centre for autism in Malaysia.

Congratulations to:



Jonas Ehrnsperger who successfully defended his thesis in December 2020 on Open Intellectual Property Strategies for Emerging Technologies. His examiners were Jorge Contreras (University of Utah) and Rob Phaal (University of Cambridge). Jonas' work is a valuable contribution to the literature on patent pledges, with a first ever simulation study that investigates how pledges impact the diffusion of competing technologies.



Cihat Cengiz who defended his PhD in March 2021 with minor corrections and is currently working as a senior investment manager for a venture capital firm investing in digital healthcare startups around Europe. He will stay in touch with the IfM family to pursue research in the area of digital healthcare as well.



Ravi Sikhwal and his wife on the arrival of their daughter.

'We were blessed with our little bundle of endless joy, our baby girl in the month of July. We named her Visalakshi which means one with big eyes, in yoga language the one who spread her consciousness very vastly, nothing goes beyond her sight.'