

PROFESSIONAL EXPERIENCE PROGRAM

**PEP 2024 |
OWL STUDENTS IN
NEW YORK**



Campus OWL Germany



Network of 5 Higher Education Institutions

WELCOME PEP COHORT 2024 TO NEW YORK CITY!

Campus OWL is excited to welcome this year's PEP participants to New York City! We created the Professional Experience Program to offer students from the OWL universities an opportunity to gain valuable international work experience and enhance their future employability in today's increasingly globalized world.

The program includes an internship in a company or organization in the New York metropolitan area and other states, a one-week preparatory skills seminar and a virtual workshop to unpack the experience after returning to Germany. The 2024 cohort was chosen in a competitive selection process and the participating students represent a wide range of academic backgrounds, such as Business Administration, Business Psychology, Landscape Architecture, Law, Mechanical Engineering, Media Science & Management, Music Acoustics. We are very grateful to all the internship providers who are hosting these excellent students.

PEP is designed to empower OWL students to develop their professional skills in an international context and to obtain hands-on experience in the United States. During the skills seminar we will discuss how to use your professional network and how to develop your professional brand. Our program also offers intercultural orientation, insights into growing your innovation skills and your entrepreneurial mindset, as well as a session on reducing bias to create inclusive communities in the workplace. Participants will also learn about design thinking as an approach to drive change in business and society and about the power of asking questions. Subsequently, each student will start their internship in a company or organization in Manhattan and Brooklyn in NY and in Chicago, IL.

We are happy to launch #PEP24 and wish you an enriching experience!



A handwritten signature in black ink, which appears to read 'Katja Simons'.

Dr. Katja Simons
Executive Director
Campus OWL New York

THE OWL REGION

Campus OWL is a network of five higher education institutions in OstWestfalenLippe (OWL), Germany – Bielefeld University, Paderborn University, Hochschule Bielefeld - University of Applied Sciences and Arts (HSBI), OWL University of Applied Sciences and Arts (TH OWL), and Detmold University of Music.

The network is vibrant and dynamic due to its diverse nature: the members represent different university types – two universities, two universities of applied sciences and one university of music – and collaborate closely with each other and the many companies in the region. Major areas of collaboration are research, transfer, inter-nationalization, and digitalization.

With around 150,000 companies, OstWestfalenLippe in northwestern Germany is a region with an industrial focus, where business and science are closely connected. The collaboration of universities and a wide variety of high-performance companies makes OWL an important research location with over 60,000 students and more than 500 study programs.



The New York Office makes use of these networks, creates opportunities for students and researchers and supports collaborations with North American partner institutions.

The office serves as a hub to connect students, researchers, entrepreneurs and other stakeholders from both sides of the Atlantic to enable cooperation and knowledge exchange.

We believe that international collaboration is important to encourage engagement, understanding, and exchange in our increasingly interconnected world.

PEP PARTICIPANTS



Ariana Assad

Ariana Assad has recently completed her Law State Examination and is currently taking specialization courses at Bielefeld University. She has gained practical experience in various legal jobs and will now put her skills into further practice at Barnes & Thornburg LLP for their European Liaison in Chicago. Her focus areas will be Corporate, M&A and Finance which will enable her to learn about the challenges European and American clients face when making business in the US. Besides that, Ariana is curious about cultures and languages and has deep interest in diplomatic affairs and international relations.



Carolin Bröker

Carolin Bröker is currently studying Media Science and Management as a Dual Subject Bachelor with a focus on Social Media and Marketing at Paderborn University. She started her studies in 2021 and took a break of two semesters to become an Au-Pair in New Jersey and experience the American culture and working for a US family. During her stay she attended some college classes to develop her knowledge about international marketing and social branding. After her year in the United States, she continued her studies in Paderborn. In her free time she loves to travel and spend time with her friends and family. She will be interning at the Campus OWL New York Liaison Office in the German House in Manhattan.



Kristine Fibich

Kristine Fibich is currently finishing her Master's degree in Business Administration at Paderborn University, complemented by practical experience at dSPACE, where she delved into human resource development as a working student. Her tenure as president of the Paderborn Model United Nations Club since 2022 ignited her passion for international politics and relations, aligning with her future career objective of bridging her business background with global affairs. Outside academia, Kristine finds joy in going for walks, dancing, and exploring new destinations. Kristine will intern at the American Council on Germany in Manhattan.



Caitlin Otte

Caitlin Otte completed her Bachelor's degree in Landscape Architecture last year and is currently pursuing a Master's degree at the OWL University of Applied Sciences and Arts. For over 3 years, she has been working alongside her studies, first at the Botanical Garden and currently at the Office for Environmental Protection and Green Spaces in her hometown, gaining valuable practical experience. Caitlin is a creative and social person who loves to spend her free time in nature. She will be working as an intern at Dirtworks Landscape Architecture P.C. in Manhattan.

PEP PARTICIPANTS



Martin Reimer

Martin Reimer is currently completing his Master's degree in Mechanical Engineering at the University of Applied Sciences and Arts in Lemgo. Thanks to his technical apprenticeship and several years of professional practice, he has a high level of work experience. Alongside his studies, Martin works as a student trainee in the design department at Priess & Horstmann, where he optimizes woodworking machines for the furniture industry. His goal is to prepare himself for an international career. In his free time, he enjoys sports, playing darts and traveling. He will be interning at MYT Works, Inc. in Brooklyn.



Alina Wasielke

Alina Wasielke is currently finishing her Master's degree in Business Psychology at Hochschule Bielefeld – University of Applied Sciences and Arts (HSBI). Through various internships and working student jobs she has gained profound experience in the marketing sector. Her specialization in market and advertising psychology during her studies has deepened her knowledge in this field as well. She enjoys playing tennis, spending time with friends and family, and she loves to travel. Alina will be interning at the German Center for Research and Innovation (DWIH New York) in the German House in Manhattan.



Xiaoqi Zhou

Xiaoqi Zhou is currently pursuing an M.Sc. in Music Acoustics at Detmold University of Music, after completing his Bachelor's degree in Recording Arts Acoustics and Recording from the Communication University of China. He is an experienced cellist with extensive orchestral experience, as well as a sound engineer who has worked on projects ranging from practical live production to theoretical sound engineering design and system design. Beyond his academic and professional pursuits, Xiaoqi enjoys cycling and outdoor activities, hobbies that help him maintain a healthy lifestyle. He will intern at The Bunker Studio in Brooklyn.

SKILLS SEMINAR PROGRAM 2024

Monday - April 22nd

9:45 a.m. - 10:30 a.m. Welcome and Introduction

Dr. Katja Simons, Executive Director, Campus OWL New York
German House, *871 UN Plaza, New York 10017*

10:30 a.m. - 11:30 a.m. Differences in Work Cultures -
Germany vs. U.S.

Gabi Hegan, Ich bin EXPAT, CEO/Founder
Melanie Grossmann, Ich bin EXPAT, Event Production

12:00 p.m. - 1:30 p.m. Lunch

German House

2:30 p.m. - 3:30 p.m. United Nations Guided Tour

United Nations Headquarters

4:00 p.m. Visit Roosevelt Island

Tuesday - April 23rd

9:45 a.m. - 12:00 p.m. Intercultural Orientation &
Self-Branding

Matthew Allen, Sandy Jones, David Tarsha, Ann-Britt Schlingmann, Victoria
Kaeser, Lucas Theo Rehaag LL.M., GACCNY, *80 Pine Street, New York 10005*
around Wall Street

12:00 p.m. - 1:30 p.m. Lunch

3:00 p.m. - 4:00 p.m. Why Having an Entrepreneurial
Mindset Matters

Katja Schroeder, Assistant Professor & Director of Entrepreneurship at
St. Francis College, *179 Livingston St., Brooklyn 11201*

4:30 p.m. - 5:30 p.m. Sightseeing in DUMBO

5:30 p.m. Welcome Dinner

Westville Diner, *81 Washington St., Brooklyn 11201*

Wednesday - April 24th

10:00 a.m. - 11:30 a.m. The Power of Asking Questions

Johanna Schnüpke, Multimedia Journalist, Question Asker & Storyteller
German House

12:00 p.m. - 2:00 p.m. Lunch

Hop Lee, Chinatown, *16 Mott St., New York 10013*

2:00 p.m. - 3:00 p.m. Sightseeing in Chinatown, Little Italy



SKILLS SEMINAR PROGRAM 2024

Thursday - April 25th

10:00 a.m. - 11:30 a.m. Introduction to Design Thinking

Dr. Joann Halpern, Director, Hasso Plattner Institute, New York
10 Hudson Yards, New York 10001

12:00 p.m. - 1:00 p.m. Lunch

Whole Foods

1:00 p.m. - 1:30 p.m. High Line, Little Island

2:00 p.m. - 4:00 p.m. Whitney Museum of American Art

99 Gansevoort Street, New York 10014

5:30 p.m. Pizza & Pasta Dinner

Numero 28, 28 Carmine St, New York 10014

Friday - April 26th

9:30 a.m. - 11:00 a.m. Reducing Bias in the Workforce
to Create Inclusive Communities

Kelsey Oliveira, Assistant of the Office of Equity and Inclusion at
Bard College, *German House*

11:00 a.m. - 12:00 p.m. How to Present Yourself Professionally

Dr. Katja Simons

12:00 p.m. - 1:00 p.m. Lunch

German House

1:00 p.m. - 2:00 p.m. Wrap Up Session & Feedback



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