

Prof. Dr. Nicole Steller

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EDUCATION

10/2025 – ongoing	ESCP Business School, Spain Assistant Professor in Management Teaching: Sustainability, Family Business Growth Strategy (Master, MBA-level)
07/22 – 09/25	University Witten/Herdecke, GER PhD at the RMI-Institute of Management, Summa cum Laude Dissertation title: Corporate Purpose – Concept, Complications and Consequences Research focus: Strategic Management, Organizational Behavior, Sustainability
08/21 – 06/22	Lund University School of Economics and Management (LUSEM), SWE M.Sc. in International Strategic Management Grade point: A Thesis: The Effectiveness of Performance Management Systems and its Systemic Value
04/18 – 06/21	University Witten/Herdecke, GER B.Sc. in Management Grade point: 1,0 Thesis: What is behind the start-up hype? An empirical study
10/17 – 10/20	University Witten/Herdecke, GER B.A. in Philosophy, Cultural Reflection and Cultural Practice Grade point: 1,3 Thesis: Non-verbal leadership communication and its perception – the analogy between corporate leadership and conducting an orchestra

ACADEMIC APPOINTMENTS

01/25 – 06/25	Zurich University of Applied Sciences/ZHAW Lecturer, Affiliation
03/24 – 07/24	University of Queensland, AUS Visiting Fellow, Prof. Nicola Pless; Prof. Thomas Maak
07/22 – present	University Witten/Herdecke, GER Research Assistant & Lecturer for Organizational Culture & Leadership, Corporate Socio-Political Activism, Ethical Issues in Organizations

PUBLICATIONS AND WORKING PAPERS

03/26	Too good to be true? A systematic literature review about the ambivalent consequences and managerial challenges of purpose implementation European Management Review Ranking: B, co-authored Guido Moellering Best Student Paper Finalist AOM 2024, Published in AOM Proceedings
04/25	Dynamic Strategifying: How Do Chief Purpose Officers Make Purpose Strategic and Strategy Purposeful Long Range Planning Ranking: B co-authored Dr. Albena Björck Best Student Paper Award EURAM Annual Conference 2024, AOM 2024, Vhb 2024
03/25	Purpose matters for leaders – more or less Zeitschrift Führung und Organisation ZFO Ranking: C co-authored Guido Moellering
Accepted	Four Ways to Lead Purpose Initiatives MITsloan Ranking: B co-authored Dr. Albena Björck
Under Review	Walking The Tightrope of Strategic Renewal: Corporate Purpose as a Why-Frame in Contested Contexts Strategic Management Journal, SMJ Ranking: A+ co-authored Prof. Volberda & Dr. Björck Best Impact Award, Strategic Management Society, 2025

Under Review	How do Chief Purpose Officers lead responsible? Journal of Management Studies, JMS, Special Issue Ranking: A co-authored Prof. Nicola Pless, Prof. Thomas Maak 1st R&R
Under Review	Case Study - The Strategic Value of Purpose: Double Down or Recalibrate? The Case Center
Under Review	Purpose for Whom? Meaning Misalignment in Organizational Narratives and Individual Constructions of Purpose M@n@gement Ranking: B co-authored Dr. Hayden Godfrey

BOOK CHAPTERS & OTHERS

02/26	How Chief Purpose Officers Prevent Purpose-Washing by Linking Purpose and Strategy Book Chapter Oxford Handbook for Social Purpose
02/26	How do Purpose initiatives contribute to Trust in Organizations? Book Chapter Oxford Handbook for Social Purpose co-authored Prof. Nicole Gillespie, Richard Boele
05/24	Achter Fall: Corporate Purpose in deutschen Unternehmen – Purpose-Statements und erste Ansätze für ein Internes Purpose-Audit Book Chapter Sustainability Reporting Practice Information & Case Studies co-authored Kevin Gauch
08/25	Purpose-driven Business Models Book chapter The Sustainable Organization - How Organizations Cover the 17 UN SDGs Using the 3-P-Model Springer Nature Platform
09/23	Planetary Purpose , in WittenLAB Magazine #04
06/22	The Effectiveness of Performance Management Systems and its Systemic Value Master Thesis, Published in Lund University Libraries (Co-authored)

ACADEMIC MEMBERSHIPS

04/24 – present	Academy of Management
05/23 – present	European Academy of Management, EURAM
08/22 – present	Association of University Lecturers in Business Administration, GER VHB

PROFESSIONAL EXPERIENCE

05/2024 – present	Founder Chief-Purpose Officer Community www.chief-purposeofficer.com
09/21 – 12/2025	Xperts2 GmbH, GER Microsoft Consulting – <i>Freelancer</i> Provision of client-focused advice and assistance for the usage of digital workplace tools, optimization and automatization of processes
11/20 – 08/21	Lugato GmbH, Berlin, GER Business Development, Configuration & Implementation of Salesforce-CRM-System, Developing new business areas
08/19 – 10/20	ARDEX Group, UK, GER, IE Digitalization - <i>Intern/ Working student</i> Project management and team leadership, Implementation of MS 365
08/18 – 1/19	SSC Management Consulting, Cologne, GER Management Consultancy - <i>Intern</i> Publication of a study about new trends in restructuring/insolvency consulting

EXTRA-CURRICULAR ACTIVITIES

Since 08/2024	Communication Lead Strategic Management Strategic Interest Group European academy of Management
Since 05/2024	Reviewer European Management Review, Long Range Planning, Business & Society
Since 2023	Workshops Purpose-driven Businesses & the Alignment of Individual & Organizational Purpose Day of Leadership, RMI-Institute for Management, University Witten/Herdecke
11/23	Keynotes Peter-Drucker Society, Purpose Summit 2023 (online)
9/23	Keynote Sigma Squared Entrepreneurship-Network, Barcelona
5/13 – 12/21	Sponsoring/Fundraising , Association of the Youth Orchestra North-Rhine Westphalia
6/18 – 6/19	University Politics at UW/H , Student Representative for Management Study Program
8/19 – 6/21	Supervisory Board , StudierendenGesellschaft e.V., Witten GER

REFERENCES

Prof. Guido Möllering

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Organization and Management
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Prof. Nicole Pless

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