

DR. JÖRN BÜHRING

PhD, MBA, SFHEA • Senior Fellow, Advance HE

CREATIVE FORESIGHT & SUSTAINABILITY LEADERSHIP



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APPOINTMENTS

VISITING PROFESSOR

Design Management, Strategic
Leadership & Sustainability

EXTERNAL PROFESSOR

Doctorate in Business
Administration (DBA) Supervision

ASSISTANT PROFESSOR

Design Foresight & Strategic
Innovation

PROGRAM DIRECTOR

SD Masterclass Professional
Development Series

PROGRAM LEADER

Ignite Innovation Industry
Collaboration Futures

CONVENER

Design Economies Platform

EDITORIAL BOARD

Associate Editor & Reviewer Roles

EXECUTIVE BIOGRAPHY

Dr. Jörn Bühring is a strategic design and innovation practitioner, educator, and futures researcher dedicated to developing transformative programs at the intersection of design management, sustainability leadership, and strategic foresight. Currently in a visiting role at the Mohamed bin Zayed University of Artificial Intelligence, he leads the conception and delivery of innovative postgraduate and PhD-level curricula designed to equip students with the multidisciplinary tools required to navigate complex socio-technical transitions. His scholarship is characterized by a commitment to bridging the gap between theory and practice, bringing together diverse stakeholders to generate high-impact knowledge and resilient, actionable futures. As a seasoned academic leader, he spent over a decade at The Hong Kong Polytechnic University (PolyU) School of Design, where he directed the Ignite Innovation Futures program and secured over HK\$6 million in funding to catalyze university-industry collaborations.

His academic profile is defined by a global collaborative network, holding appointments and ties with RMIT Europe and Melbourne, Aalborg University Copenhagen, Abu Dhabi University, and the American University of Sharjah. These platforms underpin his commitment to collaborative innovation (Triple and Quadruple Helix models), circular economy approaches, and sustainable digital futures. A recognized authority in the international futures community, Dr. Bühring is a full member of the World Futures Studies Federation and serves on the Scientific Council of the Alternative Planetary Futures Institute. He is also an invited member of the Global Futures Society and a Senior Fellow of AdvanceHE, a distinction that reflects his deep commitment to excellence in teaching and learning.

Dr. Bühring's research investigates design foresight, speculative methods, and experiential human and human-machine engagement as primary engines of value innovation.

He is particularly focused on "Foresight by Design," a methodology that integrates qualitative sense-making with strategic anticipation to improve collective decision-making. His work increasingly explores the use of narrative storytelling and creative media to make complex future scenarios accessible to stakeholders, facilitating high-level collaborations that allow multidisciplinary teams to prototype future states. This research has been applied across diverse sectors, including luxury hospitality (e.g., Starwood), financial services (e.g., UBS WM AG), professional services (e.g., Arup Group), and global retailing (e.g., Ingka Ikea Group), where he prioritizes service-centric experience design and stakeholder co-creation as core drivers of systemic change.

This scholarly rigor is informed by a significant prior career in global industry leadership, during which he managed enterprise expansion and intrapreneurial ventures for iconic brands such as Bang & Olufsen, Toyota, General Motors (Holden), and Four Seasons Hotels & Resorts. These experiences provide him with a unique perspective on organizational strategy and operational realities, which he translates into the classroom and his applied research. At PolyU Design, he was a key contributor to the Innovative Business Management (IBD) MDes program, teaching subjects ranging from Human-in-the-Loop Cyber-Physical Systems and Breakthrough Product Innovation to Reflective Capstone theses. As chief supervisor, he has successfully guided PhD candidates to completion, fostering original research that combines rigorous academic inquiry with practical, global impact.

Dr. Bühring holds a PhD in Futures, Consumer Engagement and Experience Design Innovation from Swinburne University of Technology, an MBA in Entrepreneurship and Innovation, and a BA-equivalent in Tourism Management. He continues to publish, consult, and present internationally, advising universities and public institutions on curriculum innovation and sustainable design-led transformation. By combining academic depth with industry-honed imagination, he is committed to building institutional and community capacity to anticipate change and to steward resilient, equitable, and sustainable pathways into the future.

METHODOLOGY FOCUS: FORESIGHT BY DESIGN

Turning Future Possibilities into Strategic Action

A methodology fusion that combines foresight with design and design with foresight to create desirable, sustainable, and commercially relevant futures, effectively closing critical corporate innovation gaps.

1

UNDERSTAND TODAY

Achieve baseline insight and alignment around current organizational reality.

2

EXPLORE FUTURES

Facilitate productive foresight via scenario planning, trends, and systems perspectives.

3

DESIGN FUTURES

Specify a rich portfolio of preferred future, human-centered possibilities.

4

EXPERIMENT & LEARN

Test systemic design artifacts and gather actionable new knowledge.

THE UNIQUE VALUE PROPOSITION

- **Anticipate Emerging Shifts:** Systematically identify weak signals and operational disruptions before they impact premium sectors.
- **Align Stakeholder Visions:** Bridge cross-functional boundaries to build institutional alignment around future investment portfolios.
- **Create Evidence-Informed Scenarios:** Ground speculative methods and narrative worldbuilding in rigorous, qualitative applied research.
- **Transform Uncertainty into Action:** Shift the organizational stance from passive data reporting to proactive market intervention.