

Andrea Römmele

roemmele@hertie-school.org

**Dean of Executive Education and
Professor for Communication in
Politics and Civil Society**

Hertie School

Friedrichstrasse 180

10117 Berlin

www.andrearoemmele.de



Education

2001	Habilitation in Political Science Free University of Berlin Thesis: Direkte Kommunikation zwischen Parteien und Wählern. Ein internationaler Vergleich. (Prof. Dr. Hans-Dieter Klingemann)
1994	Dr. phil. University of Heidelberg, Institute for Political Science Thesis: Corporate Funding in Party and Election Financing. The United States, Canada, Germany and Great Britain in International Comparison (Prof. Dr. Manfred G. Schmidt/Prof. Dr. Klaus von Beyme)
1991	Master of Arts San Francisco State University, USA Thesis: The Role of Corporate PACs in Congressional Elections
1989 -1991	Fulbright-Scholar University of California at Berkeley/San Francisco State University (Cross-Registration Program)
1986 -1989	Vordiplom University of Heidelberg Political science, history and art history
1986-1980	Heidehofgymnasium, Stuttgart, Germany
1973-80	Deutsche Schule, London (DSL), UK

Employment History

since March	Deputy President Hertie School
since Sept 2018	Dean Executive Education Member of the Management of the Hertie School of Governance
since April 2018	Senior Fellow Center for Information, Technology and Society, UC Santa Barbara
October 2014- August 2018	Academic Director des Bereiches Executive Education Hertie School of Governance
September 2013- September 2014	Director Executive Program Development and Customized Education Hertie School of Governance

<i>August 2012 – March 2013</i>	Fulbright Distinguished Chair for Contemporary German and European Studies University of California, Santa Barbara, CA, USA (on leave from Hertie School of Governance)
<i>since January 2010</i>	Full Professor for Communication in Politics and Civil Society Hertie School of Governance, Berlin, Germany
<i>April 2006 – December 2009</i>	Professor for Communication Management International University Bruchsal
<i>April 2006 – December 2009</i>	Director BICoM Programme: Bachelor in International Communication Management International University Bruchsal
<i>April 2003 – March 2006</i>	Director Interdisciplinary research project: Organizational innovation? The Role of New ICTs in Political and Commercial Organizations Mannheimer Zentrum für Europäische Sozialforschung (MZES) University of Mannheim
<i>October 2002 – March 2003</i>	Temporary Professor (Lehrstuhlvertretung) University of Mannheim
<i>April 1998 – September 2002</i>	Project Coordinator EU research network “Representation in Europe” University of Twente/Enschede, Netherlands; University of Mannheim
<i>October 1999 - March 2000</i>	Temporary Professor (Lehrstuhlvertretung) Institute for Political Science und Zentrum für Europa und Nordamerika University of Göttingen
<i>January 1995 – March 1998</i>	Project Director EU project: “Campaigns and Surveys” Zentrum für Europäische Umfrageanalysen und –studien (ZEUS) Mannheimer Zentrum für Europäische Sozialforschung (MZES) University of Mannheim
<i>October 1992 – December 1994</i>	Junior Researcher Forschungsstelle für gesellschaftliche Entwicklungen (FGE) Mannheim Zentrum für Europäische Sozialforschung (MZES)
<i>January – October 1992</i>	Researcher Center for Western European Studies University of California at Berkeley, USA
<i>November 1989 – December 1991</i>	Research and Teaching Assistant San Francisco State University, USA

International Academic Experience

<i>April 2000 – May 2000</i>	Researcher University of Manchester, Department of Government
<i>January 1999 - April 1999</i>	Researcher AICGS (American Institute for Contemporary German Studies) Johns Hopkins University, Washington DC, USA
<i>January 1994 - March 1994</i>	Researcher Australian National University, Canberra, Australia

Scholarships and Awards

<i>Academic Year</i> 2012 - 2013	Fulbright Distinguished Chair in Contemporary German and European Studies University of California, Santa Barbara, USA
2012	NRW School of Governance Fellow-Award
2011	Citizenship Award Hertie School of Governance
2004	Visiting Fellowship Australian National University, Canberra
2000 & 1999	Travel Scholarship German Research Foundation (DFG)
1999	Scholarship AICGS (American Institute for Contemporary German Studies) Johns Hopkins University, Washington DC
1999	Research Fellowship German Research Foundation (DFG)
1995	Habilitation Fellowship for Graduates German Research Foundation (DFG) (not accepted due to employment at the University of Mannheim)
1994 & 1996	Kömmerling Stipendium for young researchers University of Mannheim
1993 & 1996	Scholarship German Marshall Fund of the United States
1991-1992	PhD Scholarship Gottlieb-Daimler- and Karl-Benz-Foundation
1989	Scholarship Fulbright Program
1988	Scholarship ECPR Summer School
1988	Exchange Scholarship German Academic Exchange Service (DAAD)

Third Party Funding

Over the last 15 years, third party funds amounting to more than 10 mio EUR have been acquired, i.a. from DFG, ERC, Volkswagen, Accenture, Open Society Foundation, Roland Berger, Gottlieb Daimler and the Karl Menz Foundation.

Courses and Seminars (a selection)

Master Courses

- Political Communication in Modern Democracies
- Political Communication: looking at international campaigns in 2020
- Acceptance Management in Politics and Society: A case study with EVONIK as project partner
- Political Communication
- Stakeholder Communication and Public Affairs
- Citizen Engagement in Modern Democracies – Opportunities and Challenges

Executive Courses

- Participation and Engagement in the Digital Age
- Actors, Institutions, Policies
- Digital Government
- Introductory Course: Governance and Management in the 21st Century

Customised Courses

- Akteure und Institutionen im Politischen Prozess (Actors and Institutions in the Political Process) for *Partnerschaft Deutschland*
- Current Affairs in German Politics, Political Parties and Communication and Civic Participation and Engagement in Germany for the *Open Society Foundation*
- Communication und Advocacy Campaigning for the *Open Knowledge Foundation*
- Public Sector Champions 2019 (inhouse training) for *KPMG*

PhD Supervision

<i>2022</i>	Philipp David Darius: Digital political campaigning and the algorithmic public sphere (Arbeitstitel)
<i>Spring 2022</i>	Daniela Hohmann: Amerikanisierung des Wahlkampfes
<i>Winter 2021</i>	Nils Napierla: Framing und Counter-Framing in der Politik – eine Untersuchung von Debatten des Deutschen Bundestags
<i>Summer 2021</i>	Henrik Schober: Partizipative Politikberatung? Chancen und Grenzen von Beteiligungsverfahren am Beispiel der Infrastrukturpolitik in Deutschland und den USA.
<i>Fall 2018</i>	Dirk von Schneidemesser: How Mass and Social Media interact in the Public Sphere for Local Governance: Bikesharing as a Policy Option
<i>Fall 2015</i>	Christine Rudolf: Rahmenbedingungen einer erfolgreichen Implementation eines neuen Instruments der Haushaltsaufstellung und –führung am Beispiel Genderbudgeting in den deutschen Bundesländern
<i>Fall 2014</i>	Sarah Bastgen: Kommunikationsstrategien von NGOs im europäischen Mehrebenensystem
<i>Fall 2013</i>	Johannes Stämmeler: Wie Städte sich neu finden – Chancen und Grenzen von Governance mit Zivilgesellschaft in strukturschwachen Städten
<i>Fall 2013</i>	Charlotte Speth: Bürgermeisterwahlkämpfe im Professionalisierungsdiskurs der Wahlforschung. Ein kandidatenzentrierter Vergleich in niedersächsischen Städten
<i>Fall 2015</i>	Joshua Dean (UC Santa Barbara, Zweitgutachterin) Nationalism in the New European Union: State Nationalism and Party Based Euroskepticism” (Erstgutachterin: Cynthia Kaplan)

Invited Lectures and Talks (a selection since 2000)

<i>June 2021</i>	Polarisierte Gesellschaft: Wie kommen wir wieder ins Gespräch? BVM-Kongress 2021
<i>November 2020</i>	Markus Lanz: TV / Discussion on US Election 2020 ZDF, Hamburg
<i>November 2020</i>	Sind Sie vorbereitet? Analyse der US-Wahl 2020 UBS Europe SE, Frankfurt am Main
<i>March 2018</i>	Populism in Europe University of California, Santa Barbara
<i>Mach 2018</i>	Welche Rolle spielt Digitalisierung in der politischen Kommunikation? Verein der Chemischen Industrie, Frankfurt am Main
<i>June 2017</i>	US Elections Konrad-Adenauer-Stiftung, Berlin
<i>May 2017</i>	German Parties and the Internet Fudan University, Shanghai, China
<i>April 2016</i>	Bürgerbeteiligung bei Infrastrukturprojekten Innenministerium, Baden-Württemberg
<i>October 2015</i>	„Wahlkampf im Datenrausch“? Keynote „Internationale Konferenz zur Politischen Kommunikation“ der Konrad Adenauer-Stiftung, Berlin
<i>March 2013</i>	Mobilising beyond the base? Social Media in the 2009 Federal German Election University of California, Irvine, USA
<i>May 2012</i>	Demographischer Wandel und Bürgerbeteiligung: Wandel gemeinsam verstehen und gestalten Innenministerium, Expertengruppe, Berlin
<i>January 2012</i>	Alles im Fluss? Politik und Parteien im Vorwahljahr Vorstandstagung des DGB, Berlin
<i>October 2011</i>	Deutschland nach den Landtagswahlen International Diplomats Program, Auswärtiges Amt
<i>September 2011</i>	Social Media – ihr Potential für die Politische Kommunikation CDU Parteivorstand Berlin
<i>August 2009</i>	Social Media in the German Federal Election Pre-Conference- Political Communication Section, American Political Science Association, Washington DC, USA
<i>April 2008</i>	Politisches Marketing. Wissenschaft und Praxis – zwei Welten? Symposion: Parteipolitik im Zeichen des Marketing, Universität Düsseldorf
<i>January 2008</i>	Communication in Politics and Economics Accenture Research, Bangalore, India
<i>September 2007</i>	NGOs und Kommunikation Heinrich Böll Stiftung Berlin
<i>May 2007</i>	Wählermobilisierung im Bundestagswahlkampf Konrad Adenauer Stiftung Berlin

<i>May 2007</i>	Dialog-orientierte Kommunikation in Wahlkämpfen Friedrich-Ebert Stiftung Berlin
<i>March 2007</i>	Comparative Political Communication. A New Research Field University of Birmingham, United Kindgdom
<i>August 2006</i>	Parteien im internationalen Vergleich SPD Parteivorstand Berlin
<i>June 2006</i>	Communication in Politics and Economics Erfurt School of Public Policy, Universität Erfurt
<i>May 2006</i>	Parteien als Akteure der politischen Kommunikation im europäischen Mehrebenensystem Institut für Publizistik und Medienforschung, Universität Zürich
<i>April 2006</i>	Professionalized Campaigning in Modern Democracies Konferenz „International Political Marketing“, Nicosia, Cyprus
<i>January 2006</i>	Empirische Wahlkampfforschung –Definition eines neuen Forschungsgebietes Universität Stuttgart
<i>December 2005</i>	Politische Parteien und neue Wege der Kommunikation Vortrag bei der Konrad-Adenauer-Stiftung, Bonn-Wesseling
<i>July 2005</i>	Krisenkommunikation politischer und kommerzieller Organisationen SPD-Parteivorstand, Berlin
<i>June 2005</i>	Kommunikationsmanagement in Wirtschaft und Politik, oder: Was können Unternehmen von Parteien lernen? Universität Leipzig
<i>October 2004</i>	Personen oder Issues? Neue Trends in der Politischen Kommunikation Tagung des Neue Trends in der Politischen Kommunikation,, ZDF und der Konrad-Adenauer-Stiftung, Mainz
<i>February 2004</i>	Lokale Wahlkämpfe in der Bundesrepublik Deutschland Institut für Politikwissenschaft, Universität Essen-Duisburg, Campus Duisburg
<i>December 2003</i>	Strategisch-politische Kommunikation – Einführung in ein Forschungsgebiet Bertelsmanns Stiftung, Gütersloh
<i>October 2003</i>	Der Internetwahlkampf der Parteien 2002 DVPW-Tagung Mainz, Sektion „Politische Soziologie
<i>July 2003</i>	Politikvermittlung in parlamentarischen Demokratien Institut für Politikwissenschaft, Universität Göttingen
<i>February 2002</i>	Expertise zur Gesetzesvorlage der Bundestagsfraktionen zum neuen Parteiengesetz Innenausschuss des Deutschen Bundestages
<i>June 2001</i>	Information und Partizipation in Wahlkämpfen. Ein internationaler Vergleich Universität Zürich
<i>June 2001</i>	Wahlkampf im Internet Sommerakademie des Süddeutschen Rundfunks, Baden-Baden
<i>April 2000</i>	Wahlkampffinanzierung in den USA rheinland-pfälzischer Landtag, Mainz

Hosted Workshops and Panels (selection)

<i>April 2019</i>	ECPR Workshop The New 'Data Science' of Election Campaigning in Comparative Perspective (with Prof. Dr. Rachel Gibson, University of Manchester)
<i>June 2018</i>	Communication, Populism and Electoral Choice in the New Media Environment Conference Cadenabbia, Italy
<i>April 2012</i>	ECPR Workshop Parties and Campaigning in the Digital Age, Antwerp, Belgium (with Prof. Dr. Rachel Gibson, University of Manchester)
<i>September 2011</i>	The Governance of Large Scale Projects International Symposium, Hertie School of Governance, Berlin, Germany
<i>September 2007</i>	3. Sommerakademie Political Consulting and Strategic Campaign Communication International University in Germany, Bruchsal, Germany und University of Duisburg-Essen, Germany
<i>July 2006</i>	2. Sommerakademie Political Consulting and Strategic Campaign Communication Mannheim Centre for European Social Research, University of Mannheim and Centre for European Economic Research, University of Mannheim, Germany
<i>2006</i>	Comparative Political Communication: Bringing the Parties Back In IPSA World Congress, Fukuoka, Japan (with Prof. Dr. Ingrid van Biezen, Leiden University, Netherlands)
<i>July 2005</i>	Sommerakademie Political Consulting and Strategic Campaign Communication MZES, University of Mannheim, Germany (with PD Dr. Martin Thunert)
<i>June 2005</i>	Wirkung und Erfolg in der Politikberatung Konferenz der ad-hoc Gruppe Politikberatung in Zusammenarbeit, Konrad Adenauer Stiftung
<i>August 2003</i>	Campaigns and Surveys Panel American Political Science Association, Philadelphia, Pennsylvania, USA
<i>August 2002</i>	Party Communication Behavior and Strategy Panel American Political Science Association, Boston, Massachusetts, USA
<i>August 2001</i>	Political Parties and Linkage APSA-panel A Panel in Honour of Kay Lawson, San Francisco, California, USA
<i>April 2001</i>	Electronic Democracy: Mobilization, Organization and Participation via New ICTs ECPR workshop, Grenoble, France (mit Dr. Rachel K. Gibson, Universität Manchester, United Kingdom)
<i>August 2000</i>	From Electioneering to Political Marketing IPSA World Congress, Quebec, Canada

Volunteer Activities, Referee Activities, Administration (selection)

<i>2021</i>	Member of Search Committee for new President Hertie School
<i>since 2017</i>	Member of Steering Committee Atlantik-Brücke

<i>since 2015</i>	Advisory Board Member SRH Hochschule, Heidelberg
<i>since 2014</i>	Advisory Board Member Zeitschrift für Politikwissenschaft
<i>since 2014</i>	Liaison Professor (PhD Selection Committee) Fulbright Commission
<i>2013</i>	External Member of Recruitment Committee Kommunikationsgeschichte und Medienkulturen, Free University of Berlin, Germany
<i>2012</i>	Recruitment Committee Member Economics Professorship, Hertie School of Governance, Berlin, Germany
<i>2012</i>	External Member of Recruitment Committee “Juniorprofessur Methoden der Empirischen Sozialforschung”, University of Mannheim, Germany
<i>since 2012</i>	Advisory Board Member <i>Journal of Civil Society</i>
<i>since 2012</i>	Official Representative der ECPR Hertie School of Governance at the ECPR
<i>since 2012</i>	Advisory Board Member econwatch
<i>2011</i>	Chair of Recruitment Committee e-Governance and Innovation Professorship, Hertie School of Governance, Berlin, Germany
<i>2011-2013</i>	Admission Committee Member Master of Public Policy Program, Hertie School of Governance, Berlin, Germany
<i>2010-2012</i>	Liaison Professor Contact for students regarding intercultural and equality issues; Hertie School of Governance, Berlin, Germany
<i>2008-2010</i>	Acting Dean School of Communication, International University in Germany, Bruchsal, Germany
<i>since 2008</i>	Founding Member German Society for Electoral Research (DGfW)
<i>since 2007</i>	Advisory Board Member Deutschen Gesellschaft für Politikberatung (de'ge'pol)
<i>2007-2019</i>	Board of Directors Member German Society for Electoral Research (DGfW)
<i>2006-2012</i>	Mentoring Program Member University of Stuttgart's mentoring program
<i>2003-2006</i>	Advisory Board Member DVPW (Deutsche Vereinigung für Politische Wissenschaft)
<i>2003-2006</i>	Working Group Speaker Political consulting for the DVPW
<i>2002-2006</i>	Committee Chair IPSA/ISA Committee on Political Sociology

Reviews for the following publications:

- Party Politics
- Politische Vierteljahresschrift (PVS)
- British Journal of Political Science (BJPS)
- Volkswagenstiftung
- Party Politics
- Politische Vierteljahresschrift (PVS)
- British Journal of Political Science (BJPS)
- Volkswagenstiftung
- Deutsche Forschungsgemeinschaft (DFG)
- Sage Publications
- European Journal of Political Research
- European Journal of Communication
- Communications, Friedrich-Ebert-Stiftung
- Bertelsmann Stiftung, Zeitschrift für Politikwissenschaft (ZPol)
- Routledge; Schweizer Nationalfonds (SNF), Swiss Political Science Review (SPSR)
- The Harvard International Journal of Press/Politics

Consultancy and Advice

Regular Guest and Commentator in the Media:

Maybrit Illner (ZDF), Markus Lanz (ZDF), ARD (tagesschau and tagesschau24.de), phoenix-Runde, n24, n-TV, Münchner Runde, ZEIT online, Spiegel, Washington Post, New York Times, The Guardian

- 2021 **TV Documentary “Demokratie verstehen”**
Bayrischer Rundfunk
- 2018 **Consultant on Social Media Appearance**
Evonik Industries AG
- 2016 **International Observer on the Hillary Clinton campaign**
Brooklyn, N.Y., USA
- 2013 **Campaign Consultant**
SPD National Election Campaign
- 2011 **Strategic Consultant**
Ministry for Family, Children, Youth, Culture and Sports, State of North Rhine Westphalia, Germany
- 2009 **Campaign Consultant**
Franziska Brantner, candidate Bündnis90/die Grünen, European Parliament
- 2008-2013 **Initiator on the Blog “Zweitstimme” on ZEIT online**
(with Prof. Dr. Thorsten Faas, FU Berlin, Germany) <http://blog.zeit.de/zweitstimme>
- 2008 & 2009 **Consultant**
Franz Müntefering, SPD party chairman
- 2006 **Expert Reporter**
Ways and Means Committee, Deutscher Bundestag
- 2003 **Consultant**
Evangelical Church Germany
- 2003 **Consultant**
European Commission, DG X
- 1998 **SPD General Election Campaign**
(part of the Gerhard Schröder campaign team; working on direct marketing methods)