



### **Prof. Dr. Gunther Friedl**

Gunther Friedl is full professor of management accounting at Technical University of Munich and Dean of TUM School of Management. He has been Visiting Scholar at Stanford University and Guest Professor at Warsaw School of Economics. During his Deanship, TUM School of Management received Triple Crown Accreditation from AACSB, AMBA, and EQUIS. School size quadrupled to more than 7.000 students.

His teaching focuses on management accounting, financial accounting, value-based management, corporate valuation and sustainability at the undergraduate and graduate level and at executive programs. Gunther received several rewards for his teaching, including a Best Teaching Award from the TUM Executive MBA. He has been named the German “Professor of the Year.”

Gunther is the author and co-author of over 120 publications, including twelve management accounting, valuation, strategy, and innovation textbooks. His current research interests lie in corporate governance, performance measurement and sustainability, and valuation. He is particularly interested in creating innovation ecosystems.

He provides research and consulting services to several Global 500 companies from Europe, North America, and Asia, including Apple, BMW, Continental, E.ON, Nissan, NVIDIA, SAP, and Siemens. He is an Advisor to European governments on governance, accounting and valuation, and innovation topics.

His studies are frequently portrayed in media such as Handelsblatt, Financial Times, Frankfurter Allgemeine Zeitung, The Huffington Post, ARD, and ZDF. He regularly comments on management topics in the media.