

## Dominik Spitzza

IZA - Institute of Labor Economics, Bonn, Germany  
[dominikspitzza@gmx.de](mailto:dominikspitzza@gmx.de) | +49 (0) 151 / 16893773

### IZA - Institute of Labor Economics

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Head of Event &  
Guest Management  
8/24 - today

I have overseen the full lifecycle of more than 150 international conferences & policy events worldwide. I am an expert for project management, customer support and administrative consulting. My key responsibilities include: *Project, Budget & People Management, Communication, Situational Leadership, Concept, Marketing & Promotion, Event Booking & Logistics, Travel & Expenses, Risk- & Quality Management, Process Optimization*

Senior Event Manager  
2/15 - 8/24

Event Manager  
5/12 - 2/15

I serve as the central interface between all departments (*CEO, CFO, PR, HR, IT, Accounting, Legal, Research Units*), integrating cross-functional strategies into operational processes. I report directly to the executive management, collaborate on strategy development with our research directors and maintain external communication with over 4,500 researchers within the global economics network. I manage the “*IZA Call for Papers*” Newsletter and coordinate the *seminar & visiting scholar program*.

I have successfully optimized key administrative processes, such as *travel & expenses, digital conference management, project meeting structures, communication strategies, event planning and onboarding processes*.

Recruiting staff and managing reliable service providers in an international context, as well as establishing intercultural sensitivity and overseeing safety management for domestic and international events are further key parts of my responsibilities.

#### Milestones of my work:

- 2023: I have spearheaded the conceptualization, development and implementation of a web-based guest management system as part of the “*digitalization of recurring processes*”.
- 2022: I held the overall project management role for a change management process, redesigning over 800 event landing pages, enhancing *external communication, user experience and design consistency*.
- 2021: My team was responsible for nationwide communication with 150 federal employment agencies as part of a research project commissioned by the *Federal Ministry (BMAS)*.
- 2020: My team introduced online and hybrid events in record time, using state-of-the-art technology.

#### Event highlights:

- World Bank and UK Aid (DFID/FCDO) Development Conferences | *in Bonn, Lima, New Delhi, W. DC, Addis Ababa, Lusaka, Dhaka, Nairobi, London*
- 24th EALE Conference 2012 | *WCCB (former House of Representatives, Bonn)*
- AEA ASSA Meetings | *in Boston, San Diego, Philadelphia*
- Topic Workshops | *Environment, Climate, Education, Migration, Gender, Data*
- Policy Workshops | *OECD, European Commission, BMAS & BMFSFJ*
- IZA Summer Schools | *Berlin, Bonn, am Ammersee*
- Tower Talks at Deutsche Post | *with **Friedrich Merz**, Anke Hassel, Wolfgang Clement, Angela Titzrath, Aiman Mazyek, Reiner Hoffmann, Annegret Schnell*

#### Publication projects: BMAS Forschungsreports 2021-2024 (German):

- *Begleitevaluation der arbeitsmarktpolitischen Integrationsmaßnahmen für Geflüchtete*
- *Arbeitssituation und Belastungsempfinden im Kontext der Corona-Pandemie*
- *Evaluation der berufsbezogenen Deutschsprachförderung*

## Red Bull

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Student Brand Manager  
9/06 - 4/12

Brand-, Guerilla-, Live- und Sales marketing in Sports & FMCG: Trend-scouting, market analysis, PR, branding, sampling, sponsoring. Event management: organization, concept development, budgeting, administration/ coordination, staff delegation, implementation, debrief.

**Highlights:** “Rock am Ring” (2008 – 2011), “Red Bull Gravity Challenge” (2007) and “Red Bull Flugtag” (2006).

## Freelance

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Borkum Open / b.fit  
7/11 - 8/11

Event management, Coordination and implementation of side program: Promotional activities, staff delegation, various live performances.

**Highlight:** Award ceremony with **Gerhard Schröder** (Bundeskanzler a. D.).

Oliver Schrott  
Kommunikation  
12/09 - 4/12

Strategic research and analysis projects for automotive infotainment and audio systems, e.g. on *BMW Group*. Concept and execution support for marketing activation e.g. “*MINI in Concert*” Roadshow, and “*AMG Performance Tour*”.

China University of  
Mining & Technology  
3/04 - 4/04

University Teaching, German courses of culture and language at *CUMT, Xuzhou* for a Chinese student exchange program in cooperation with the *University of Duisburg-Essen*.

Community Service  
8/01 - 5/02

Assistance in day-to-day tasks for community members in need.

## Education

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2025

**Leadership & Conflict Management**, Quadriga University certified, Berlin, Germany  
Title: *Essential Skills for Executives*; leadership styles, theories, tools and communication; e.g. DISG; conflict signals; constructive conflict handling; sustainable conflict resolution.

2017

**Online-Marketing-Manager**, IHK certified, Cologne, Germany  
Online communication, website-analytics, conversions-tracking, SEO, ads, targeting, multi- & cross-channel-marketing.

10/02 - 4/12

**University of Cologne**, Germany  
Diploma in Business Administration and China Studies (Regional Studies China)

**Marketing and Brand Management** B.A., Prof. Völckner

**Business Psychology** B.A., Prof. Fetchenhauer

**Chinese Language, Modern China Studies**

(Law, culture, social sciences, history, literature)

Thesis: **Dirty Surplus Accounting** – Presentation of International Accounting Standards and Systematization of Descriptive Empirical Findings, Prof. Sievers

8/04 - 8/05

**Xiamen Ocean University**, Fujian/China  
DAAD Scholar (Deutscher Akademischer Austausch Dienst)

8/92 - 5/01

**Karl-Ziegler-Gymnasium**, Mülheim/Ruhr, Germany  
Abitur (High-School Diploma)

8/98 - 8/99

**Wallkill Senior High-School**, New York/USA  
Student Exchange Program

## Technical Skills & Languages

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Microsoft Office (*excellent*)

CMS/Database (*excellent*)

Paint.Net/gimp/Trello/Slack/Clickup (*working level*)

HTML, CSS (*working level*)

SEM/SEO/SMM (*working level*)

German (*native*)

English (*fluent*)

Chinese (*proficient*)

Spanish (*elementary*)

## Interests

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Digital and technical innovations, home improvement, family time, scuba diving, golf, team sports, books, traveling, photography, cooking.

Bonn, May 9, 2025