

Jou-I Wu

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Recent graduate in Sustainable Management from TUM, seeking an entry-level role in ESG or sustainability. Committed to contributing to impactful environmental and social outcomes while continuously developing professional expertise.

Education

Technical University of Munich

Sustainable management and technology

2021/10 – 2025/04

Bachelor of Science (B.Sc.), TUM School of Management

Projects

Transformation into a more circular future via Digitalization in EU: A Case Study on Twinu

Seminar Paper

2023/4 - 2023/7

Investigated the digitization of the circular economy in Europe, focusing on solutions offered by Twinu GmbH — Circular Passes. The final results provided an in-depth understanding of Twinu's concept of circularity, including their sustainable and circular economy business models, the Resolve framework, and relevant regulatory frameworks.

Potentials, challenges and possible applications of Large Language Models in the energy industry — A collaborative study with the grid operator Bayernwerk AG

Project Study

2023/10 - 2024/02

Explored opportunities and challenges of implementing Large Language Models (LLMs) and AI in Bayernwerk's B2B service platform, EnergiePortal. Proposed tailored use cases based on technological potential, legal considerations, and a market analysis including PEST framework and user personas.

Technological Impacts on Retail Operations and Retail Supply Chain Management: "The Future of Retail Operations"

Seminar Paper

2024/04 - 2024/07

Investigated current and emerging developments in retail operations, and analyzed how retail operations and supply chain strategies are evolving through technologies and business models such as big data analytics, robotics, e-commerce, and omnichannel retailing.

Towards Sustainable Consumption: The Lifecycle of Household Air Conditioners in Taiwan
Bachelor's Thesis **2025/02 - 2025/04**

Investigated consumer behavior and the effectiveness of current government policies related to sustainable air conditioner consumption in Taiwan. The thesis focused on comparing actual consumer practices with ideal sustainable behaviors in order to identify behavioral gaps and address associated environmental challenges.

Certificates

GRI Certified Sustainability Professional

Issued by **Global Reporting Initiative** — July 4, 2025

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Scope 2 certificate of completion

Issued by **Greenhouse Gas Protocol** — May 18, 2025

[Verify Certificate](#)

Code: XuMcqG1Efv

Inbound Marketing Certified

Issued by **HubSpot** — November 3, 2024

[View Certificate](#)

Foundations of Project Management

Issued by **Google** on Coursera — October 10, 2024

[View Certificate](#)

Harnessing the Power of Data with Power BI

Issued by **Microsoft** on Coursera — June 4, 2024

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