



**Future Optimist**  
**Expert on the Modern World of Work**

Hans Rusinek is a management consultant and researcher specialising in transformation. His work focuses on the future of employment and how companies can operate responsibly during a period of ecological and social upheaval.

In his role as a researcher at the University of St. Gallen, he explores the crisis of meaning in the modern working world. His studies focus on work in the Anthropocene era, organisational management and hybrid working models. He analyses how companies can provide guidance when familiar structures become fragile. He also teaches a course on the 'Future of Work' at Fresenius University of Applied Sciences. Since the beginning of 2026, he has also been a visiting lecturer at the European School of Management and Technology in Berlin. As a fellow at the Club of Rome's ThinkTank30, he combines work sociology with the debate on economic activity within planetary boundaries. In his consulting practice, he supports ministries, companies, and NGOs in strategic transformation processes. He was Associate Strategy Director and the first employee of the organisational consultancy BrightHouse Berlin, which he co-founded and which is part of the Boston Consulting Group. In this role, he developed strategies that combined economic performance with cultural change. His involvement in the Child Growth Monitor, a technological solution for tackling child malnutrition recognised by Microsoft and the World Food Programme, was particularly influential.

He studied economics, philosophy, and politics at the London School of Economics and the University of Bayreuth. He also completed design thinking training at the d.school. This combination of economic analysis, philosophical reflection, and creative methodology continues to inform his work today.

His contributions to debates have appeared in publications such as brand eins, Capital, DIE ZEIT, Personalmagazin and Deutschlandfunk. In 2020, he received the Ludwig Erhard Foundation Award for Economic Journalism in recognition of his journalistic work. In his lectures, Hans Rusinek combines scientific precision with practical experience of transformation processes. He clearly and objectively describes the tensions of modern working environments. At the same time, he offers concrete insights into how organisations can create meaning, take responsibility, and maintain their ability to act in uncertain conditions. His ideas provide analytically sound guidance with a view to long-term sustainability.

**Topics (Selection):**

- The crucial missing piece for future-proof organizations: How to do business in tune with the times
- From purpose to practice: A compass for organizations in troubled waters
- Future as an attitude: Concrete steps towards a better future of work
- What makes work truly worthwhile: Shaping meaningful cultural transformation