

ACADEMIA TO BUSINESS

CAREER STRATEGY PROGRAM



Dr.
Joanna
Ritz

Structured guidance for meaningful careers

A 4-week program for academics and former academics who want:

- a clear, realistic career direction outside academia
- a credible way to position their expertise for business and industry.

THE PROBLEM WE SOLVE

Many academics leave academia without a realistic understanding of how careers in business and industry actually work.

As a result, they:

- choose mismatched roles based on titles, job ads, or assumptions
- misunderstand how hiring decisions are made
- are unable to find roles that genuinely fit after the PhD
- struggle to explain their expertise in a way that makes sense to non-academic decision-makers.

This program is designed to prevent that. It helps participants identify which career directions are genuinely viable for them, understand how roles and hiring work in practice, and translate their expertise into positioning that is credible and usable in business contexts.

WHY THIS PROGRAM?

Most career programs for academics focus *only* on getting you hired. But getting hired is not the end point.

Academia to Business goes beyond that: it focuses on making sure you don't build the wrong career outside academia, and that you can succeed, progress, and stay credible once you're there.

WHO THIS IS FOR

- PhD or equivalent research background
- Leaving academia or early in industry (0–2 years)
- Lacking a clear long-term non-academic direction
- Targeting business or industry roles
- Seeking strategic clarity, not just application tactics

Not a fit if you already have a clear long-term industry path, or are only looking for 'fast' application tactics.

AFTER THE PROGRAM, PARTICIPANTS ARE INVITED TO DÜSSELDORF FOR A FOLLOW-UP SESSION & DINNER.

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WHAT YOU GET

- Clear, realistic career direction outside academia
- Business-relevant articulation of your expertise
- Consistent positioning across CVs, interviews, LinkedIn, and professional conversations
- Confident, informed career decision-making going forward
- Know-how for credible & effective engagement with roles, opportunities, and stakeholders

HOW THE PROGRAM WORKS

The program runs over four weeks in a cohort-based format, combining weekly live sessions with guided individual work. Each week builds on the previous one, giving participants time to think, apply, and test insights against their own career situation.



Throughout the program, the focus remains decision-driven and practical. Participants work directly on their own career questions and leave each week with concrete outputs that build toward a clear direction and credible positioning they can use immediately.

DESIGNED & LED BY

Joanna Ritz, PhD, business psychologist who combines academic training with hands-on experience shaping career and talent decisions in organisations.

After years in academia as a researcher and professor, Joanna moved into management consulting and corporate roles, where she has worked with organisations and senior leaders on career structures, hiring logic, and capability development.

This program reflects that experience: it treats career transitions as strategic decisions and gives participants the same clarity and structure used to evaluate roles and talent inside organisations.

SIGN UP FOR THE UPCOMING
COHORT.

Starting in July

PROGRAM FEE €2.500

Limited places available