

Biography

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| 6. 3 1960 | born in Düsseldorf, Germany |
| 1979- 1986 | Studies at the University Cologne
Degree in Psychology |
| 1986 - 1988 | Assistent of Management "Gesellschaft für wissenschaftliche Gesprächspsychotherapie e.V.", Köln |
| 1988 - 1992 | Hewlett Packard GmbH, Böblingen:
"Human Resources Development" Training- and organizational development |
| April 1992 | Manager of Human Resources Development at
Muelhens KG, Köln: |
| January 1995 | Professorship for Service-Design at the University of Applied Sciences Cologne |
| 1996 -1999 | President of Jury: International Design Award Switzerland |
| 1998 – 2003 | Member and President of Jury: International Design Award Baden Württemberg |
| January 2004 | Founder and Manager of the Center for Research Communication, University of Applied Sciences Cologne |

- March 2004 Co-Founder of the International Service Design Network
- Since June 2007 Founder and Manager of sedes-research, the research center for Service Design, University of Applied Sciences Cologne
- January 2008 SDN Network opens to public, President
- Since April 2008 Vice Dean of Faculty 2, University of Applied Sciences Cologne
- October 2008 Initiator and Conference Chair for the 1st international Service Design Network Conference Amsterdam, NL
- February 2009 1st issue of Touchpoint, the international Journal for Service Design, creator and editor in chief
- October 2009 Initiator and Conference Chair for the 2nd international Service Design Network Conference, Madeira Portugal
- September 2010 Jury: Vienna Design Innovation
- October 2010 Member of the editorial board of the International Journal of Design, special issue "Designing for Services"
- October 2010 Initiator and Conference Chair for the 3rd international Service Design Network Conference, Berlin, Germany
- October 2010 Initiator and Conference Chair for the 1st National Service Design Network Conference, Boston, Mass.
- January 2011 "Hybrid Value Creation" EU – funded research in collaboration with the University of Münster

June 2011 Initiator and Conference Chair for the 1st national Service Design Network Conference, Paris, France

October 2011 Initiator of the 4th Global SDN conference in San Francisco, Cal.

June 2011 Initiator and Conference Chair for the national Service Design Network Conference, Cologne Germany

July 2011 Conference Chair for the National Service Design Network Conference, Seoul, South Korea

November 2011 CSL Faculty Network. Distinguished Faculty Member

June 2012 Research Fellow at Maastricht University

June 2012 Member of Editorial Board for the IJD

September 2012 Erasmus Project "Service Design for Sustainability"

July 2012 National Conference Service Design in Germany

October 2012 Initiator and conference board member of the 5th global SDN conference in Paris, France

December 2012 Tempus IDEA Project funded by the European Union

September 2013 Reviewer for the Journal of Service Science

November 2013 Initiator and conference board member of the 5th global SDN conference in Cardiff, UK

January 2014 MBA Program at Aalto University Executive Education, Helsinki, Finland

January 2014 Reviewer for the DMI Academic Conference 2014

Publications

Mager, Birgit: „Service Design“, in: **Erlhoff, Michael | Marshall, Tim (ed.):** Design Dictionary: Perspectives on Design Terminology. Basel: Birkhäuser, 2007. ISBN 9783764377397

Mager, Birgit (Hg.): Levens Kracht Yearbook, Köln International School of Design. ISBN 398085731X

Mager, Birgit: „Art of Service: Drawing the arts to inform service design and specification“ in: „Service Science, Management and Engineering - Education for the 21st Century“, Wendy Murphy (Hg.), New York: Springer. ISBN 978-0-387-76577-8

Mager, Birgit: „Zwischen Notdurft und Bedürfnis: Ein Designprojekt mit Folgen“, in: **Erlhoff, Michael | Heidkamp, Philipp | Utikal, Iris (eds):** Designing Public - Perspectives for the Public. Basel: Birkhäuser, 2008. ISBN 9783764386672

Mager, Birgit: Service Design für Unternehmen, WirtschaftsWoche, 9/2008

Mager, Birgit: Poppig verpackt, WirtschaftsWoche , 05/2008

- Mager, Birgit: Mit Service Design in den Schuhen des Kunden wandern, Service CRM, 01/2008
- Mager, Birgit | Gais, Michael: Service Design: Design studieren. Stuttgart: UTB, 2009. ISBN 978-3-8252-3113-2
- Mager, Birgit: Service Design as an Emerging Field, in: **Miettinen, Satu | Koivisto, Mikko (eds.):** Designing Services with Innovative Methods. Keuruu: Otava Book Printing Ltd, 2009. ISBN 13 978 952 5018 42 4
- Mager, Birgit: What is Service Design?, Touchpoint 4/2009
- Mager, Birgit | King, Oliver: Methods and Processes of Service Design, Touchpoint 4/2009
- Mager, Birgit: Health and Service Design, Touchpoint 10/2009
- Mager, Birgit: Ökonomie & Design / Design & Economy, KISD Jahresbericht / KISD annual report, 2009
- Mager, Birgit: Design and Change, KISD Jahrbuch / KISD Yearbook 2010
- Mager, Birgit: Beyond Basics, Touchpoint 01/2010
- Mager, Birgit: Service Design and behavioural change, Touchpoint 01/2010
- Mager, Birgit: Business Impact of Service Design, 09/2010
- Mager, Birgit: Servsig Conference in Porto, Touchpoint 09/2010
- Mager, Birgit/ **Tung-Jung Sung (eds.)** : International Journal of Design (IJD), Special Issue Designing for Services, Vol. 5, No 2, 8/2011
- Mager, Birgit: Design & Provocation, KISD Yearbook 2011

Mager, Birgit: Connecting the Dots, Touchpoint 01/2011

Mager, Birgit: Enthusiasm, Touchpoint 01/2011

Mager, Birgit | Evenson, Shelley: Service Design Conference in
Cambridge, Touchpoint 01/2011

Mager, Birgit: Organisational Change, Touchpoint 09/2011

Mager, Birgit: „Wohin geht Design? Eine Expedition zum Service
Design“, in: **Bürdek, Bernhard | Eisele, Petra**
(Hg.): Design Anfang des 21. Jahrhunderts, Av Edition.
ISBN-10 3899861507