



**KARRIERE.FIR.DE**

The era of simply collecting data is over. Nowadays, businesses need to be able to utilize and monetize data effectively. However, many companies lack a strategy on how to create financial value from their data. Studies show that up to 73% of collected data is not monetized, and nearly 95% of companies do not make efficient use of their data. Considering this compelling issue, we offer an exciting opportunity to address this problem in a

## Master Thesis on Strategy profiles for Data Monetization in industrial enterprises

### Your tasks

- Identification of requirements for data monetization strategies
- Establishment of a practice-oriented framework for strategy profiles
- Conducting ecosystem analyses through case study and derivation of target strategies
- Continuous validation of results through external stakeholder engagement

### Your profile

- You are studying Business Engineering, Mechanical Engineering, Computer Science, or a related field
- You have excellent German and English language skills in both written and spoken form
- You are known for your independent, proactive, and goal-oriented work style
- Then, feel free to contact us!

### This is what you can expect:

- Involvement in a cutting-edge and international research project
- Interesting and challenging tasks with room for creativity in a young, qualified, and dynamic team
- Insights into the research business through collaborations with renowned companies and research partners from across Europe
- Opportunities for practical knowledge acquisition
- Flexibility in time management and the ability to work independently (remote work possible)

We are looking forward to your application! Apply now: [apply-now.fir.de](https://apply-now.fir.de)

Any questions? Daniela will be happy to help you.

Daniela Greven · Service Management

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