



Founded in 1991, the University of Potsdam has firmly established itself in the scientific landscape and has become an outstanding economic factor and development engine for the region. It has a high level of third-party funding, has won several awards for teaching, and has a service-oriented administration and has received awards for being family-friendly. Around 20,000 students and 3,000 employees work at three locations - Am Neuen Palais, Griebnitzsee and Golm - at one of the most beautifully situated academic institutions in Germany.

The **Digital Engineering Faculty** of the **University of Potsdam** invites applications for two joint professorships under the Jülich Model with the **Hasso Plattner Institute for Digital Engineering gGmbH** (HPI) to be filled as soon as possible:

**Two Professorships in:  
Digital Product Design & Development  
One Junior Professorship (W1) with tenure track  
and  
One Full Professorship (W3)**

In 1998, SAP co-founder Prof. Hasso Plattner established HPI as Germany's excellence center for Digital Engineering. In 2017, HPI and the University of Potsdam founded the Digital Engineering Faculty - the only privately financed faculty at a public university in Germany. In the coming years, we aim to grow our top-ranked institute into one of Europe's leading university-level institutions for computer science with our research clusters focused on *Data and AI, Digital Health, Foundations, Security, and Systems*. We strive to offer an innovative and personalized learning experience to our 900 bachelor's, master's, and PhD students, as well as a collaborative and inclusive working environment for our faculty and staff. One of the University of Potsdam's and HPI's strategic goals is to strengthen diversity and to significantly increase the proportion of women in research and teaching. Therefore, women and members of traditionally underrepresented minority groups are particularly encouraged to apply.

As part of their growth initiative, the Hasso Plattner Institute (HPI) and the Digital Engineering Faculty (DEF) are looking to fill a tenure-track W1 position and a fully tenured W3 position. Both professorships aim to strengthen the academic foundation of a newly planned Computer Science Master's track on Digital Product Design & Development and contribute to the interdisciplinary profile of the Business & Society Cluster at HPI. They address the design, development, and management of digital products. While the W1 tenure-track professorship focuses on responsible and human-centered design of AI- and data-driven digital systems, the W3 full professorship emphasizes strategic leadership in product development across the full lifecycle, from technical implementation to scaling and impact.

For the W1 position (tenure track), we are looking for candidates who have obtained their PhD in the past six years, demonstrated scientific excellence with top-tier publications, and already identified a novel and impactful research agenda in the field of digital product design, in particular with a focus on the application of artificial intelligence technology.

For the full professorship (W3) position, we are looking for candidates in digital product design and development with an internationally recognized profile in research, an excellent teaching record, and proven impact in an industrial context.

### **W1 Tenure-Track Professorship**

The W1 tenure-track professorship focuses on responsible data-driven product design and development, emphasizing the responsible and human-centered design of AI- and data-driven digital systems.

For the W1 tenure-track professorship, we are seeking a candidate with the following academic profile:

- A strong scientific publication record in one or more areas of computer science, design, HCI, data science, or social sciences
- Experience in developing digital solutions in the area of human-centered, privacy-aware and/or explainable AI, as well as experience designing, building, and evaluating such products and/or systems
- Experience collaborating with or working at industry partners on the transfer of research results into products

The candidate should demonstrate excellence in the following aspects:

- An outstanding publication record in top-tier international conference proceedings and journals or outstanding industry product portfolio
- Teaching experience at undergraduate or graduate levels is a plus
- A proven ability to acquire external funding, including industry grants, is a plus
- Strong record of cross-disciplinary collaboration is a plus

### **W3 Full Professorship**

The W3 full professorship position is in digital product design, development, and management, addressing the full lifecycle of digital products: from human-centered design and technical implementation to strategic product management and value-based scaling.

For the W3 full professorship, we are seeking a candidate with the following academic profile:

- An outstanding publication record in science/engineering (e.g., computer science, design, data science, management science, or social sciences) or an outstanding industry product portfolio
- A strong track record in managing product design and/or development in an organization building digital products (e.g., product-market fit, pricing, growth models, marketplaces/platforms, network effects, and regulation-aware scaling)
- A demonstrated entrepreneurial mindset aligned with responsible innovation
- Experience in human-centered/participatory design (e.g., user experience research, service design, design ops, safety, privacy, security, sustainability, and governance by design, experimentation ethics, impact measurement)
- Active collaboration with industry, public sector, or civil society on real-world product challenges

The candidate should demonstrate excellence in the following aspects:

- An outstanding publication record in top-tier international conference proceedings and journals
- Teaching experience at undergraduate and graduate levels
- Experience supervising bachelor's, master's, and PhD students

- A proven ability to acquire external funding, in particular industry grants
- A strong record of cross-disciplinary collaboration

Both professorships are part of the Business & Society cluster, strengthening HPI's profile as a university-level institution focused on innovation, scalable digital technologies, entrepreneurship, and transfer of research into society. Successful candidates should have several years of experience in product design and/or product management in the industry. They form the academic foundation for a new master's track in Digital Product Design & Development and will be actively involved in teaching across current and future bachelor's and master's programs at the Digital Engineering Faculty.

We offer an attractive and stimulating position in the vibrant, collaborative, and engaging HPI community with reliable funding and abundant opportunities to cultivate your research, to exchange ideas with our carefully selected group of students, to contribute to our vision and growth, and to enjoy a great place to live—especially for families. HPI's campus is spacious, green, modern, equipped with the latest technology—and right next door to Berlin. We also host the school of design thinking and entrepreneurship (“HPI Engine”) on campus, which supports our students with the development of product and business plans to become entrepreneurs. Teaching can be done in German or English.

If you have any questions, please contact Prof. Dr. Ralf Herbrich ([ralf.herbrich@hpi.uni-potsdam.de](mailto:ralf.herbrich@hpi.uni-potsdam.de)).

The two joint appointments will be implemented according to the “Jülich Model” with a teaching obligation at the University of Potsdam in accordance with the Brandenburg Higher Education Act (BbgHG).

- **For the W1 professorship**

The hiring process is subject to the requirements set forth in Section 47 BbgHG. The appointment procedure is conducted in accordance with Section 42 BbgHG. A further evaluation is carried out in due time before the expiration of the initially fixed-term junior professorship (including the assessment of probation pursuant to Section 48 BbgHG). If the evaluation is positive, the position will be converted into a permanent professorship ([tenure track](#)) without a new appointment procedure.

Candidates who fulfill the hiring requirements for a university professorship in accordance with Section 43 subsection 1 no. 4 letter a cannot be considered in this selection process.

- **For the W3 professorship**

The hiring process is subject to the requirements set forth in Section 43 subsection 1 sentence 1 no. 1 - 3, and no. 4 letters a and c of the BbgHG. The appointment procedure is conducted in accordance with Section 42 BbgHG.

UP and HPI value diversity and promote equal opportunities in accordance with the general principle of equal treatment. One of the strategic goals of both institutions is to significantly increase the proportion of women in research and teaching. Therefore, UP and HPI expressly invite applications from qualified female scientists. Applicants with a severe disability will be given preference if they are equally qualified. Periods of parental leave or caregiving are taken into account when assessing applicants' academic careers. The implementation of equality and diversity standards in the respective field of work is expected.

We also offer dual career support and coaching for newly appointed professors.

**Please submit your application to [berufungen@hpi.de](mailto:berufungen@hpi.de) by April 05, 2026. Your application should include the required documentation, a brief justification (100 words), and three preferred publications of your own.** Required documents include your doctoral degree certificate, a teaching evaluation, teaching and research statements, a compilation of your three best papers, and a list of third-party funding. Additional documents may be submitted at your discretion. **Please also indicate your preferred designation (W1 or W3). Further information is available online at**

<https://www.uni-potsdam.de/en/arbeiten-an-der-up/appointments/appointment-procedures/application>.

According to the Civil Servants Act of the State of Brandenburg (“Landesbeamtengesetz”), an inquiry must be made to the Domestic Intelligence Service prior to the completion of the hiring and appointment as a civil servant in the state of Brandenburg. Information on the lawfulness and the procedure is available [here](#).

#### **Publication**

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