Fraunhofer IMM

THEORY & PRACTICAL TRAINING

EXECUTIVE TRAINING PROGRAM

Innovation Management for Chemical and Pharmaceutical Industries

MARCH 23–27, 2026

FROM 9:30 AM TO 4:00 PM

FRAUNHOFER IMM
CARL-ZEISS-STR. 18-20, MAINZ

DR. IRYNA SAVYCH
DR. PATRICK LÖB



EARLY BIRD DISCOUNT 10% UNTIL 31.01.2026! REGISTER NOW!

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FOKUS: CHEMISTRY & PHARMA

SYSTEMATIC FOUNDATIONS & THEORY

INDUSTRY INSIGHTS FROM INVITED SPEAKERS

PRACTICE: GROUP WORK, REPORTS FROM MCKINSEY, HARVARD CASE STUDIES

LABORATORY DEMOSTRATION OF TECHNOLOGY TRENDS

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DAY 1: FOUNDATIONS OF INNOVATION MANAGEMENT

- Innovation: definition, evolution, and typologies
- Disruptive vs. incremental innovation
- Structured innovation management process
- Technology scouting and monitoring
- Trends Analysis: sustainability, automatization and AI, energy transition, deglobalization

Laboratory Demonstration of Technology Trend:
Flow Chemistry and Continuous Processes

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DAY 2: CORPORATE AND INNOVATION STRATEGIES

- Innovation strategy as part of corporate strategy
- Business Model Canvas
- M&A and Start-up scouting as a part of innovation strategy
- Joint Venture & Venture Capital

Laboratory Demonstration of Technology Trend:
Sustainable synthesis strategies: photo- & electrochemistry

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DAY 3: STRATEGIC R&D MANAGEMENT

- Strategic R&D management frameworks
- Innovation evaluation: TRL/MRL assessment, innovation radar tool
- Innovation controlling and decision gates: ROI and KPIs
- Portfolio and pipeline management
- Regulatory environment and patent landscapes
- Public funding programs

Laboratory Demonstration of Technology Trend:
AI in chemical synthesis and formulation

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DAY 4: DESIGN THINKING & OPEN INNOVATION

- Customer centricity and value creation
- Market segmentation and Customer Persona
- Design thinking method
- Rapid prototyping and validation
- Open innovation
- AI-supported ideation

Laboratory Demonstration of Technology Trend: Micro- and Nanoencapsulation in agriculture, cosmetics & coatings

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DAY 5: CHANGE MANAGEMENT & INNOVATION CULTURE

- Change management in organizations
- Leadership and team dynamics in innovation projects
- Innovation culture: methods, tools, and best practices
- Global trends and geopolitics: deglobalization and asian culture
- Final discussion and feedback
- Certificate awarding

Laboratory Demonstration of Technology Trend:
Personalized Nanomedicine

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PROGRAM AND TRAINING MANAGEMENT:



DR. IRYNA SAVYCH

- Head of Division Flow and Formulation Chemistry at Fraunhofer IMM
- PhD in Organic Chemistry and Executive MBA
- +15 years of R&D and innovation management experience in industry and academia

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LABORATORY DEMONSTRATION OF TECHNOLOGY TREND: FLOW CHEMISTRY AND CONTINUOUS PROCESSES

- Deputy Head of Division Flow and Formulation Chemistry at Fraunhofer IMM
- PhD in Organic Chemistry
- +25 years of experience in flow chemistry
- Author of +30 publications



DR. PATRICK LÖB

Fraunhofer IMM

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LABORATORY DEMONSTRATION OF TECHNOLOGY TREND: SUSTAINABLE SYNTHESIS STRATEGIES: PHOTO- & ELECTROCHEMISTRY

- Head of Group Process Technologies for Photo- Bio- & Electrocatalysis at Fraunhofer IMM
- PhD in Supramolecular Chemistry
- +15 years of working experience
- Author of +30 publications



DR. THOMAS REHM

Fraunhofer IMM

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LABORATORY DEMONSTRATION OF TECHNOLOGY TREND: MICRO- AND NANOENCAPSULATION IN AGRICULTURE, COSMETICS & COATINGS

- Head of Micro- and Nanoparticles: Engineering and Formulation Group at Fraunhofer IMM
- PhD in Polymer Chemistry
- +25 years of experience in particle technology
- Author of +80 publications



DR. ANNA MUSYANOVYCH

Fraunhofer IMM

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LABORATORY DEMONSTRATION OF TECHNOLOGY TREND: PERSONALIZED NANOMEDICINE

- Head of Group Nanomedicine at Fraunhofer IMM
- PhD in Macromolecular Chemistry
- +15 years of experience in continuous nanoformulation
- Author of +20 publications



DR. REGINA BLEUL

Fraunhofer IMM

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