CURRICULUM VITAE

Dr. Erik Hanel



Dr. Erik Hanel has worked as an independent strategy and management consultant since 2024, based in Athens. He advises companies on executing strategic initiatives, adopting new technologies, building digital products and business units, and leads cross-functional projects and workshops.

Before becoming independent, he worked in startups, on business development, strategy, go-to-market and M&A target screening. He began his career in commercial and management roles in Germany, in a large corporate group and then a family-owned mid-sized company, where he was responsible for building its e-commerce business.

He holds a doctorate in Strategy and Organization Studies from the University of Bamberg (DE), an M.Sc. in Management from Lancaster University Management School (UK), and a B.A. in Business Administration from DHBW Mannheim (DE).

During his doctorate at the Chair of Strategy and Organisation Studies, he studied how established firms transform digitally, focusing on digital capabilities, the organisational tensions created by structural separation, and digital readiness. His work has been published in peer-reviewed journals, trade publications and a strategy textbook