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Through a partnership with the University of
Cambridge's Executive MBA programme, the medical
technology manufacturer explored new approaches for
the future

Rudolf Storz and Cambridge: New Perspectives through Dialogue

Emmingen – Combining proven experience with fresh perspectives: Rudolf Storz is collaborating with a team from the Cambridge Judge Business School at the University of Cambridge as part of a practical project. Several companies were in the running for the project; Rudolf Storz GmbH from Emmingen was selected. The company contributed its expertise in medical technology whilst also opening itself up to the exchange of ideas and experiences from other sectors and international business environments.

International experience meets medical technology

The participants are studying for an Executive Master of Business Administration (Executive MBA) and already have many years' professional experience. The team brought together expertise from leadership roles up to the level of Director and Chief Product Officer, as well as from the fields of technology, product development and medicine. This collaboration thus combined academic insights with practical management and industry experience.

The focus was on jointly exploring new possibilities: what ideas emerge when experienced specialists and managers from diverse backgrounds examine a medium-sized medical technology company? And what insights can be gained from this for its future development? Topics such as growth, digitalisation and the working world of tomorrow provided the framework for this.

Exploring new paths together

The face-to-face exchange was a key part of the project. During the visit from 7 to 9 October 2026, the group took a



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tour of the factory and held discussions with senior management and staff. This brought together insights from day-to-day business operations with the perspectives of the Cambridge team. Both sides were able to share experiences, discuss questions and jointly develop new approaches.

The students thanked the Rudolf Storz team for the time they had set aside for this in-depth exchange and for their professional cooperation. They noted that the team's dedicated support had played a key role in achieving such a positive outcome within such a short time.

"The project has opened up new perspectives for us, but has also confirmed that we are on the right track with our current development," says Managing Partner Fabian Stuckenbrock.

For Rudolf Storz, the collaboration represented a deliberate broadening of its own perspective. It provided an opportunity to view familiar topics from a different angle and to explore possibilities beyond previous approaches. The company thus combines its established expertise with an openness to new forms of collaboration and ideas for the future.

Further information can be found at
www.rudolf-storz.de

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