

Curriculum vitae

personal data

Born February 23, 1975 in Bad Homburg v.d.H., Germany
 married, four children
 Dipl. Geophysics, Dr. phil. Communication Sciences, PR Consultant (AKOM)

professional Experience

01.2025 - today	<p>Project Coordinator Science Advice for Policy by European Academies (SAPEA) Department for Earth and Environmental Sciences, Ludwig-Maximilians-University Munich Primary Project Coordination with the European Commission</p>
01.2024 - 01.2025	<p>Project Coordinator Coordination of E&PO concepts, Department for Earth and Environmental Sciences, Geophysics Ludwig-Maximilians-University Munich</p> <p>Development of an earth science exhibition concept; Conceptual development of strategies to merge scientific knowledge with communication and education research; integration of inter- and trans-disciplinary elements at the intersection of natural sciences, science communication, education sciences (STEM + social science) and education practitioners; event management.</p>
06.2022 - 01.2024	<p>Science Manager School of Engineering and Design, Department for Aerospace and Geodesy, Chair for Data Science in Earth Observation; Technical University of Munich</p> <p>Coordination of project proposals; strategic personnel development; financial planning and controlling; change management; development and coordination of teaching; international student marketing; student support and counseling; committee work;</p>
03.2021 - 06.2022	<p>Project Coordinator Coordination of E&PO concepts, Department for Earth and Environmental Sciences, Geophysics Ludwig-Maximilians-University Munich</p> <p>Development of an earth science exhibition concept; Conceptual development of strategies to merge scientific knowledge with communication and education research; integration of inter- and trans-disciplinary elements at the intersection of natural sciences, science communication, education sciences (STEM + social science) and education practitioners; event management;</p>
10.2015 - 04.2021	<p>Project Manager Research Focus Earth and Environmental Systems University of Potsdam</p> <p>Conceptual development of strategies to merge scientific knowledge with communication and education research; integration of inter- and trans-disciplinary elements at the intersection of natural sciences, science communication, education sciences (STEM + social science) and education practitioners; event management;</p>

	<p>coordination of the GeoEducation-initiative by the University of Potsdam in conjunction with the GeoUnion; development of third party funding for scientific and outreach projects Co-financed (01.-04-2017) by Helmholtz Zentrum Potsdam Deutsches GeoForschungsZentrum (GFZ), Geomicrobiology</p>
11.2019 - 12.2019	<p>Teacher Sportschule Potsdam „Friedrich Ludwig Jahn“</p> <p>Teacher at the integrated comprehensive school for junior secondary level (SEK 1, 7th to 10th grade) in Geography and Ethics Education</p>
06.2011 - 03.2017	<p>Doctorate at Institute for Media and Communication Studies Freie Universität Berlin</p> <p>Dissertation: Mediatization of Science: media analysis and interpretation of the carbon capture and storage technology (CCS)</p>
09.2005 - 12.2014	<p>Public Relations and Outreach Manager Research and Development Programme GEOTECHNOLOGIEN co-ordination office Helmholtz Zentrum Potsdam - Deutsches GeoForschungsZentrum (GFZ)</p> <ul style="list-style-type: none">- conceptual design and implementation of communication strategies for diverse target audiences from science, industry, policy and the general public- development of integrated communication strategies (external as well as internal) for interdisciplinary research within the R&D-Programme- project management for travelling exhibitions; includes fundraising, curator issues, public relations and marketing concepts, supervision of external services, development of educational programs, conceptual design and realization of exhibition websites- concept and production of educational scientific animations (animations on seismic methods and about CCS shortlisted for the 2014 European Science TV & New Media Festival)- development and distribution of press releases and social media news releases (general as well as specialized media, radio and TV, online)- organization of media workshops
12.2003 - 08.2005	<p>Head of the Liaison-Office Geo-Agentur, Department for Earth Sciences Johann Wolfgang Goethe University, Frankfurt/Main</p> <ul style="list-style-type: none">- development and maintenance of a public relations network with scientific and media partners- development and distribution of press releases and social media news releases (general as well as specialized media, radio and TV, online)- representation of the Geo-Agentur and the Department at national and international conferences and workshops- development and realization of educational programs for various target audiences (Elementary schools, Middle- and High schools, lay-audiences)

07.2002 – 11.2003	<p>Coordinator of Public Relations Institute for Meteorology and Geophysics Johann Wolfgang Goethe University, Frankfurt/Main</p> <ul style="list-style-type: none"> - responsible for Press and Media relations - networking between Science, Education, Public and Media - representation of the Institute at national and international conferences and workshops
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further education

03.2018 – 03.2019	<p>advanced certification seminar Senior Teaching Professional Programme (Potsdam Graduate School, PoGS) pedagogics training by experts in academic teaching practice</p>
04.2017 – 11.2017	<p>advanced training in science management (Potsdam Graduate School) project management, human resources, fundraising and third-party funding</p>
06.2011 – 03.2017	<p>Studies of Communication Science (PhD) Freie Universität Berlin Journalism, Science Communication, empirical and statistical methods, social media strategies and economics</p>
04.2008 - 04.2009	<p>Studies of Public Relations University for Management and Communication UMC, Potsdam certified as Public Relations Consultant by AKOMM</p>
04.2005 – 06.2005	<p>Member of the AISTEK I-Project Alfred Wegener Institute for Polar- and Marine Research (AWI) marine seismic analysis of the Agulhas-Plateau, South Atlantic and South Indic, on-board the German research vessel “MS Sonne”</p>
2002 and 2003	<p>Member of the German Ghanaian Research Team Lake Bosumtwi conducting geophysical surveys (seismic, magnetic, geo-electric), training for students and scientists from Kwame N'kruma University of Science and Technology, Kumasi, Ghana</p>
07.1995 – 05.2002	<p>Studies in Geophysics (Diploma) Johann Wolfgang Goethe University, Frankfurt on Main</p>

additional experiences

01.2022 – today	<p>Member of the Executive Committee of the AGU Education Section Education representative at the AGU Fall Meeting Program Committee, American Geophysical Union (AGU)</p>
03.2022 - today	<p>Member of the Fall Meeting Planning Committee of the American Geophysical Union (AGU)</p>
01.2022 - today	<p>International Association for the Promotion of Geoethics (IAPG) – German Section National Coordinator</p>

01.2020 – 12.2023	Member of the Honors & Recognitions Committee der American Geophysical Union (AGU)
01.2017 – 12.2023	Member of the review team 'Jugend forscht' responsible for Earth and Space Sciences within the regional contest Brandenburg
06.2013 – 09.2018	Member of the American Institute of Physics (AIP) Gemant Award Committee
04.2013 – 04.2016	Vice-President for Marketing and Public Outreach , Handball-Verband Brandenburg
03.2011 - 01.2014	Member of the Fall Meeting Planning Committee of the American Geophysical Union (AGU)
07.2011 – 05.2012	Member of the Science Policy Meeting Planning Committee of the American Geophysical Union (AGU)
07.2010 - 06.2012	Co-Editor The Euroscientist (www.euroscientist.com), European Association for the Promotion of Science and Technology
06.2008 - 12.2012	Member of the Public Information Committee and its subsequent Outreach Committee of the American Geophysical Union (AGU)
09.2003 - 12.2003	Volunteer in Park at Hawai'i Volcanoes National Park, Hawai'i, Department for Interpretation (Park Ranger)

teaching

Lecturer for Science Communication within Master's Programme Seismology at LMU München

Lecturer Bioeconomy – Project-oriented Seminar, in cooperation with Institute of Geoscience, Institute of Mathematics, Institute of Economics, institute of Informatics (all University of Potsdam)

Science Interpretation –communicating Earth and Environmental content at out-of-school education venues)

Lecturer/Tutor Introduction to Geoinformation Systems

Lecturer/Tutor Introduction to General Geology for Teachers

Volunteer Teaching Assistant at the University of Potsdam (seminars, summer schools, lectures)

Leading Educator at Seminars and Project classes at schools and school systems in Germany (private schools, secondary schools and vocational schools) for various themes (Earth sciences, Sustainability, Climate Change, Project Management, Fundraising)

Concept and supervision for educational animated short-series on applied Earth sciences (e.g. Emerging Contaminants: <https://mediaup.uni-potsdam.de/Play/7203>)

further qualifications

Languages

- German (native)
- English
- French (basic)

Software/ Hardware	trained on Windows, iOS and Unix, Content Management Systems (for example Joomla, wordpress, Typo3, etc.), Windows Office (Word, Excel, PowerPoint, Access), Adobe (Acrobat, Photoshop, Illustrator), Data analysis Software (SPSS, PSPP, others) and Mind-Mapping, HTML, semi-professional audio/visual editing (Camtasia)
Further skills	<ul style="list-style-type: none"> ■ Experiences in Project Management ■ Experiences in Graphic Design (CD/CI development and implementation) ■ Fundraising activities

Memberships (selection)

- PCST – Public Communication of Science and Technology
- IAPG - International Association for the Promotion of Geoethics
- EGU - European Geoscience Union
- ES - Euroscience: Association for the Promotion of Science and Technology
- AGU - American Geophysical Union
- NAI - National Association for Interpretation (USA)
- IGEO - International Geoscience Education Organization
- ECREA - European Communication Research and Education Association

Research interests

Science Communication; intercultural science communication; Science Diplomacy; perceptions of 'Nature' (indigenous studies); Geoethics; mechanisms of transfer between various knowledge bases; Earth System Science Education; perception of science and sustainability

Publications

Orcid:
0000-0002-8561-0371

- SCHNEIDER, S. (2025) A Sociocultural Discourse on the Geosciences: Expanding the Dual-Use Dilemma. In Bohle & Nauen: Cross-Disciplinary Dialogues with the Earth Sciences. Springer doi:
- SCHNEIDER, S., Seybold, L., Junge, M., Kaliwoda, M., Simon, G., & Kölbl-Ebert, M. (2024, in review) Evaluating Expectations on Museum Communication about Geo- and Environmental Sciences. *Geoscience Communication*. doi: 10.5194/egusphere-2024-2567
- SCHNEIDER, S. (2023) Outreach – Wie sich die Wissenschaftskommunikation der modernen Mediennutzung anpasst. In: Hlawatsch & Felzmann. Didaktik der Geowissenschaften - Lehre an Schulen und an außerschulischen Lernorten. Springer Spektrum. doi: 10.1007/978-3-662-66354-7_12
- Di Capua G., Bohle M., Hildebrandt D., Marone E., Peppoloni S. & SCHNEIDER S. (2022). Push for ethical practices in geoscience fieldwork. *Nature*, 601, 26. doi: 10.1038/d41586-021-03837-0
- Falk, G. & Strecker, M., SCHNEIDER, S. (Eds.) (2022) *Alexander von Humboldt – Multiperspective Approachs*. Springer. ISBN: 978-3-030-94007-2
- SCHNEIDER, S. (2022): Indigenous Knowledge – Humboldt's Idea of Intercultural Understanding and its implications on today's science diplomacy. In: Falk, G. & Strecker, M., Schneider, S. (Eds.): *Alexander von Humboldt – Multiperspective Approachs*. Springer. ISBN: 978-3-030-94007-2
- SCHNEIDER, S., and J. R. Weiss (2021), Using earthquake forensics to study subduction from space, *Eos*, 102, doi: 10.1029/2021EO153411
- SCHNEIDER, S., Ellger, C., Strecker, M. (2019): Naturkundliche Museen und Ihre ‚neue‘ Rolle in der Wissenschaftskommunikation. *Natur im Museum*. Deutscher Museumsbund – Fachgruppe naturkundliche Museen.

- SCHNEIDER, S., Heinecke, L. (2019): The need to transform Science Communication from being multi-cultural via cross-cultural to intercultural. *Advances in Geosciences*, 46, 11-19. doi: 10.5194/adgeo-46-11-2019
- SCHNEIDER, S. (2019): The Takeover of Science Communication – Science Lost its Leading Role in the Public Discourse of Carbon Capture and Storage Research in Daily Newspapers in Germany. *Geoscience Communication*, 2, pp 69-82, doi: 10.5194/gc-2-69-2019
- SCHNEIDER, S., Bookhagen, B., Eschbach, P. (2018): Forschung im Fluge – Wie UAV die Wissenschaft bereichern und vor neue Herausforderungen stellen. *TATuP* 27(3). Doi: 10.14512/tatup.27.3.45
- Ellger, C. & SCHNEIDER, S. (2018): MOBI – Meere und Ozeane im Binnenland: Die Verknüpfung von Erdgeschichte und Meeresforschung in einer Workshop-Reihe. In: Peterek, A. & Röhlings, H.-G. (Hrsg): *GeoTop 2018. Geotope als außerschulische Lernorte studieren, erleben und inszenieren. Schriftenr. Dt. Ges. Geowiss.*, 93:125-129; Hannover. Doi: 10.1127/sdgg/93/2018/125
- SCHNEIDER, S. (2017): *Der öffentliche Diskurs um die geologische Speicherung von Kohlenstoffdioxid (CCS) - Strukturgeographische Differenzierungen und ihre Implikationen für die Medienpräsenz wissenschaftlicher Forschung in deutschen Tageszeitungen am Beispiel von CCS*. LIT Verlag. Berlin. ISBN: 978-3643138538
- SCHNEIDER, S. (2016). Communicating uncertainty: a challenge for science communication. in: Y. Kontar, J. Eichelberger, T. (ed.): *Communicating Climate Change and Natural Hazard Risk and Cultivating Resilience: Case Studies for a Multi-Disciplinary Approach*. Springer Cham Heidelberg New York Dordrecht London. Doi: 10.1007/978-3-319-20161-0_17
- SCHNEIDER, S., Simon, G. (2013): Experience our Planet - interpreting Earth sciences in a museum environment. in: J.L. Drake, Y.Y. Kontar, G. Rife (ed.): *New Trends in Earth-Science Outreach and Engagement*. Springer Cham Heidelberg New York Dordrecht London. Doi: 10.1007/978-3-319-01821-8_9
- U. Münch, SCHNEIDER, S. (2012). *WERTVOLLE ERDE - der Schatz im Untergrund*. Koordinierungsbüro GEOTECHNOLOGIEN. ISBN 3-9808780-7-4
- U. Münch, SCHNEIDER, S. (2010). *Die Erde im Visier - Die Beobachtung des Systems Erde aus dem Weltraum*. Koordinierungsbüro GEOTECHNOLOGIEN. ISBN 3-9808780-6-6
- SCHNEIDER, S. (2008). Die Erde bebt – Seismologie im Physikunterricht der Sekundarstufe. *Journal „MNU“ des Deutschen Vereins zur Förderung des mathematischen und naturwissenschaftlichen Unterrichts e.V. (MNU)*, Jahrgang 61(1).
- SCHNEIDER, S., Stroink, L., Thurau, J. (2008): *Das Forschungsprogramm GEOTECHNOLOGIEN – Mehr wissen – schneller handeln*. Koordinierungsbüro GEOTECHNOLOGIEN. OCLC:551848293
- SCHNEIDER, S. (2006). Interpreting Science. *Proceedings of the Interpreting World Heritage Conference, San Juan, Puerto Rico*. p. 155-158, <http://www.ntcu.edu.tw/hcwu/7/9.pdf>
- L. Stroink, SCHNEIDER, S., G. Schwalbe, N. Adamczak (2006). *Unruhige Erde – Naturgefahren und Ihre Risiken*. Koordinierungsbüro GEOTECHNOLOGIEN. ISBN 3-9808780-5-8
- Huhn, K., Mabidi, T., Zimmermann, K., SCHNEIDER, S., et al (2005): Sediment echosounding (PARASOUND). In: Uenzelmann-Neben, G. et al: *Southeastern Atlantic and southwestern Indian Ocean: reconstruction of the sedimentary and tectonic*

development since the Cretaceous AISTEK-1: Agulhas Transect Report of the RV "SONNE" cruise SO-1 82, Project AISTEK-I 4 April to 18 May 2005. *Ber. Polarforsch. Meeresforsch.* 515:26-36. ISSN 1618 – 3193

SCHNEIDER, S. (2003). Multielektroden DC-Widerstandsmessungen für geologische Fragestellungen. *Protokoll zum Kolloquium elektromagnetische Tiefenforschung*, DGG. ISSN 0946-7467

N. Schleifer, A. Weller, SCHNEIDER, S., A. Junge (2002). Investigation of a Bronze Age Plankway by spectral induced polarization. *Archaeological Prospection*. Vol. 9(4). John Wiley & Sons, Ltd.. Doi: 10.1002/arp.194

Schneider, S. (2000). PISA, TIMSS und Geophysik - Welchen Platz bekommen die Geowissenschaften in der Schule zugesprochen?. *Mitteilungen der Deutschen Geophysikalischen Gesellschaft e.V.* Nr. 1/2000. ISSN 0934-6554

Conferences (selection):

Seybold, I. SCHNEIDER, S., Junge, M., Kaliwoda, M., Simon, G., Kölbl-Ebert, M., Baumann, A., (2022): Evaluating Visitor's Expectations and Interests in the realm of Earth Sciences – Results From an Online Survey. presented at the EGU General Assembly, Vienna (online), Austria. <https://doi.org/10.5194/egusphere-egu22-9051>

SCHNEIDER, S. (2022): Geoethics - a New Approach to Include Awareness for Sociocultural Context. presented at the EGU General Assembly, Vienna (online), Austria. <https://doi.org/10.5194/egusphere-egu22-1697>

SCHNEIDER, S. (2022): Encoding / Decoding – basic concepts for Communication and Geoethics (A-141). presented at the DGG Annual Meeting, Munich (online), Germany.

SCHNEIDER S., Dahlbock R. (2021): The image of geoscience among student teachers of geography. presentation at GeoKarlsruhe 2021, Karlsruhe, Germany.

Seybold L., SCHNEIDER S., Junge M., Kalliwoda M., Simon G. (2021): Participation of Potential Visitors in an Exhibition Concept Based on an Online Survey. Presentation at GeoKarlsruhe 2021, Karlsruhe, Germany.

SCHNEIDER, S. (2018): The Impact of Regional Socio-Cultural Context on Science Communication. eLightning presentation at the American Geophysical Union (AGU) Fall Meeting. Washington (USA). PA22C-03. <https://agu2018fallmeeting-agu.ipostersessions.com/Default.aspx?s=99-8B-8A-65-37-12-FC-9F-71-A0-B5-8B-FB-74-01-55>

SCHNEIDER, S. (2018): Supporting a Better Appreciation of Socio-Cultural Pre-Conceptions in Environmental Education. Poster presentation at the American Geophysical Union (AGU) Fall Meeting. Washington (USA). Doi: 10.1002/essoar.10500597.1

SCHNEIDER, S. (2018): New Role for Science in Science Communication – Lessons to learn from analyzing CCS media coverage in Germany. Australian Science Communicators (ASC) Annual Meeting, 12-15. Nov 2018, Sydney, Australia. <http://2018conf.asc.asn.au/new-role-for-science-in-science-communication-lessons-to-learn-from-analyzing-ccs-media-coverage-in-germany/>

Ospina-Alvarez, N. and SCHNEIDER, S. (2018). Let's go visual, a picture is worth a thousand words: How to explain Emerging Contaminants using animations. Proceedings of the SETAC Europe 28th Annual Meeting. Rome (Italy).

Trauth, M. H., Bookhagen, B., Gross, S., Krueger, L., Raesch, J., SCHNEIDER, S. (2018): The University of Potsdam MATLAB/LEGO MINDSTORMS Environmental Remote Sensing Lab. Geophysical Research Abstracts Vol. 20. EGU2018-19378. EGU General Assembly. Vienna (Austria).

SCHNEIDER, S. (2018): Cultural pre-conceptions and their implications on Earth science education. Paper presented at the International Conference on Public Communication of Science and Technology (PCST), Dunedin New Zealand. Retrieved from the PCST Archive of Conference Papers: <https://pcst.co/archive/conference/paper/461>

SCHNEIDER, S., Rabinowitz, D. (2017): The impact of socio-political environment on the perception of science – a comparative study of German and Israeli approaches to science education. Poster session presented at the American Geophysical Union (AGU) Fall Meeting. New Orleans (USA).

SCHNEIDER, S., Ellger, C. (2017): Bringing Seas and Oceans inland. Oral session presented at the American Geophysical Union (AGU) Fall Meeting. New Orleans (USA).

SCHNEIDER, S., Ospina-Alvarez N. (2017): Using animations to talk about Earth Science – an Example on Emerging Pollutants. Geophysical Research Abstracts. Vol. 19, EGU2017-11878. EGU General Assembly. Vienna (Austria).

SCHNEIDER, S., Bergner, A., Bookhagen, B., Ellger, C. (2015): GeoEd: Teaching teachers for a better GeoEducation in Germany. Geophysical Research Abstracts Vol. 17, EGU2015-9629. EGU General Assembly Vienna (Austria).

Data Sets:

SCHNEIDER, S., Seybold, L., Simon, G., Kölbl-Ebert, M., Kaliwoda, M., Junge, M. (2024). *Evaluating Expectations on Museum Communication about Geo- and Environmental Sciences - Survey Data*. Open Data LMU. 10.5282/ubm/data.526