

FOR IMMEDIATE RELEASE

## ISU President John Wensveen Unveils Strategic Plan "MOON SHOT 2030"

**Strasbourg, France** – John Wensveen, Ph.D., newly appointed President of the International Space University (ISU), is spearheading the development of a transformative strategic plan known as **MOON SHOT 2030**. Building on ISU's 37 years of success, this forward-thinking initiative centers on **innovation, technology, and entrepreneurship**, ensuring that ISU remains at the forefront of the rapidly evolving global space economy.

"In an age of acceleration and mega disruption, the future is already here. To maintain ISU's leadership in the space sector, we must ask ourselves: what are we doing to adapt and thrive in this new era?" said Dr. Wensveen.

The **MOON SHOT 2030** plan will incorporate a **global fundraising strategy**, an expanded **branding, marketing, communications, and public relations campaign**, and a targeted **global outreach initiative** engaging ISU alumni, faculty, and partners from both the public and private sectors.

In support of this vision, Dr. Wensveen has strengthened ISU's leadership by appointing **Dane Coult** as Chief of Staff, **Joel Herrmann** as Chief Operating Officer, and **Dr. Virginia Wotring** as Chief Academic Officer. Dr. Wotring will oversee all ISU programs, research, and grant initiatives, while providing leadership in academic development, faculty management, and external collaborations.



Dr John WENSVEEN  
ISU President



Dane COULT  
ISU Chief of Staff



Joel HERRMANN  
ISU Chief Operating Officer



Dr Virginia Wotring  
ISU Chief Academic Officer

Additionally, ISU will attend the **International Astronautical Congress (IAC)** in Milan, Italy, from **October 14-18, 2024**. During this event, on **October 17, 2024**, ISU will host a **VIP alumni reception**, where Dr. Wensveen will present an overview of ISU's strategic planning process and outline opportunities for alumni and partners to engage with ISU's mission. The event provides a valuable opportunity for ISU's network to connect and explore how ISU can serve as a resource for space-related endeavors.

"I am grateful for the ISU global network's support of these initiatives," said Dr. Wensveen. "Together, we are '1 ISU.' Now is the time for ISU's moon shot."

**Note to Editors:**

For interviews with Dr. John Wensveen or further information about ISU's future initiatives, please contact Dane Coult, Chief of Staff, at [dane.coult@isunet.edu](mailto:dane.coult@isunet.edu).

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**About the International Space University (ISU):**

Founded in 1987, the International Space University (ISU) is the world's leading institution for the interdisciplinary study of space. From its central campus in Strasbourg, France, ISU offers a range of academic programs and professional development courses, both in Strasbourg and around the world, that cover all aspects of space exploration and development, including engineering, science, policy, and business. With a global network of alumni, faculty, and industry partners, ISU is dedicated to fostering international cooperation and innovation in space activities. The university's unique educational philosophy emphasizes a multidisciplinary, multicultural, and international approach, preparing students to become leaders in the space sector.