

**PROFESSOR DR.
MARC FISCHER**



Office address University of Cologne
Chair for Marketing and Market Research
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50678 Cologne, Germany
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E-mail marc.fischer@wiso.uni-koeln.de

PERSONAL

Birth place Stendal/Germany
Family status Married
Nationality German

ACADEMIC POSITIONS

2016-current Full Professor of Marketing, UTS Business School, University of Technology Sydney (international faculty on a part-time basis)
2014-2016 Associate Professor of Marketing, UTS Business School, University of Technology Sydney (international faculty on a part-time basis)
2011-current Professor of Marketing and Market Research, University of Cologne

2015 (Aug-Sep) Morrison Faculty Fellow, The Anderson Graduate School of Management at UCLA, Los Angeles

2012 (May-October) Visiting Research Professor, The Anderson Graduate School of Management at UCLA, Los Angeles

2012 (March-April) Visiting Research Professor, UTS Business School, University of Technology Sydney

2007-2010 Professor of Marketing and Services, University of Passau

2004-2007 Assistant Professor, Marketing, Christian-Albrechts-University at Kiel

2003-2004 Visiting Scholar, The Anderson Graduate School of Management at UCLA, Los Angeles

2002-2003 Assistant Professor, Marketing, Christian-Albrechts-University at Kiel

1996-2001 Research Assistant, Marketing, University of Mannheim

EDUCATION

2006 Habilitation in Business Administration ("Venia Legendi" in Business Administration)
Christian-Albrechts-University at Kiel

1996-2001 Ph.D in Marketing ("summa cum laude")
University of Mannheim

1993-1996 Graduate Studies in Business (Diploma degree): Majors in Marketing, Operations, Controlling, English and American Studies
University of Mannheim

1991-1993 Undergraduate Studies: Majors in Business, Law, and Economics
University of Mannheim

INDUSTRY EXPERIENCE

2001-2002 Associate Consultant, McKinsey&Company, Berlin

RESEARCH INTERESTS

- ◇ Marketing performance management: conceptual and empirical research that demonstrates the marketing impact on bottom-line results and firm value
- ◇ Brand management

- ◇ Marketing-mix optimization
- ◇ Market response models/econometric modeling

RESEARCH AWARDS AND HONORS

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| 2016 | Finalist in the 2016 Gary. L. Lilien ISMS-MSI Practice Prize competition for outstanding implementation of marketing science concepts and methods |
| 2011 | Winner of the VHB Best Paper Award 2011 (Highest research honor from German Academic Association for Business Research) |
| 2011 | Finalist for the Robert D. Buzzell MSI Best Paper Award 2011 |
| 2010 | Winner of the 2009-2010 Gary. L. Lilien ISMS-MSI Practice Prize competition for outstanding implementation of marketing science concepts and methods |
| 2010 | Finalist in the 2010 INFORMS Franz Edelman Award competition on achievements in operations research |
| 2010 | Finalist for the VHB Best Paper Award 2010 (Highest research honor from German Academic Association for Business Research) |
| 2004 | Erich Gutenberg Prize, Award for Leading Emerging Researcher in Business Administration in Germany |
| 2001 | Klaus O. Fleck Best Dissertation Award, German Chamber of Industry and Commerce |
| 2000 | Best Student Paper Award, Association for Health Care Research, 19th Annual Conference 2000 |

SELECTED RESEARCH GRANTS

Partly based on competitive refereed proposals, I have attracted grants of approximately €900,000 from several organizations and private institutions, e.g., German Research Foundation (DFG), German Academic Exchange Service (DAAD), Marketing Science Institute (MSI), ZMM e.V., since 2002.

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| 2013 | 2-year Research Grant for UoC Forum “Value Creation in a Changing Customer and Media Environment”, supported with funds by the German Excellence Initiative |
| 2007 | Research Grant Marketing Science Institute, Cambridge/USA |

- 2003-2004 12-months DFG Research Grant by the German Research Foundation and DAAD Research Grant by the German Academic Exchange Service
- 2002-current Amongst others, McKinsey&Company, Roche Diagnostics, Bayer, TNS Infratest

HONORARY SERVICES/BOARD MEMBERSHIPS

- 2013-current Member of DIN/ISO committee on “Brand Valuation”, Berlin
- 2012-2016 Member of the Advisory Board of YouGov Deutschland AG, Cologne
- 2011-current Member of the Advisory Board of cpi consultancy, Berlin
- 2011-current Founding member of the Advisory Council of the Marketing Accountability Standards Board (MASB), Chicago
- 2005-current Member of the scientific Advisory Board of Zentrum für Markenmanagement und Marketing e.V. (ZMM), Hamburg
- 2008-2010 Executive director of a German-speaking business study program at the State University of Management at Moscow
- 2007-2010 Director of the Center for Market Research at the Institute for Market and Economic Research, Passau

INTERNATIONAL PUBLICATIONS

Articles in refereed journals

- Fischer, Marc and Alexander Himme (2017), "The Financial Brand Value Chain: How Brand Investments Contribute to the Financial Health of Firms," *International Journal of Research in Marketing*, forthcoming.
- Edeling, Alexander and Marc Fischer (2016), “Marketing’s Impact on Firm Value – Generalizations from a Meta-analysis,” *Journal of Marketing Research*, 53 (August), 515-534.
- Fischer, Marc, Hyun Shin, and Dominique M. Hanssens (2016), "Brand Performance Volatility from Marketing Spending," *Management Science*, 62 (1), 197-215.
- Spann, Martin, Marc Fischer, and Gerard J. Tellis (2015), "Skimming or Penetration? Strategic Dynamic Pricing for New Products," *Marketing Science*, 34 (2), 235-249 [featured in INFORMS/ISMS press releases, *Sydney Morning Herald*, and *Brink*].

- Lennartz, Eric M., Marc Fischer, Manfred Krafft, and Kay Peters (2015), "Drivers of B2B Brand Strength - Insights from an International Study across Industries," *Schmalenbach Business Review*, 67 (1), 114-137.
- Himme, Alexander and Marc Fischer (2014), "Drivers of the Cost of Capital: The Joint Role of Non-financial Metrics," *International Journal of Research in Marketing*, 31 (2), 224-238.
- Clement, Michel, Steven Wu, and Marc Fischer (2014), "Empirical Generalizations of Demand and Supply Dynamics for Movies," *International Journal of Research in Marketing*, 31 (2), 207-223.
- Hornig, Tobias, Marc Fischer, and Thomas Schollmeyer (2013), "The Role of Culture for Pricing Luxury Fashion Brands," *Marketing ZFP - Journal of Research and Management*, 35 (2), 123-135.
- Fischer, Marc, Sönke Albers, Nils Wagner, and Monika Frie (2011), "Dynamic Marketing Budget Allocation across Countries, Products, and Marketing Activities," *Marketing Science*, 30 (4), 568-585 [Winner of the 2009-2010 ISMS-MSI Practice Prize competition].
- Fischer, Marc, Wolfgang Giehl, and Tjark Freundt (2011), "Managing Global Brand Investments at DHL," *Interfaces*, 41 (January-February), 35-50 [Finalist for the 2010 INFORMS Franz Edelman Award competition for Achievement in Operations Research].
- Fischer, Marc, Peter S. H. Leeflang, and Peter C. Verhoef (2010), "Drivers of Peak Sales for Pharmaceutical Brands," *Quantitative Marketing and Economics*, 8 (4), 429-460 [Among Top 5 Downloads in 2011].
- Fischer, Marc, Franziska Völckner, and Henrik Sattler (2010), "How Important Are Brands? A Cross-category, Cross-country Study," *Journal of Marketing Research*, 47 (October), 823-839 [Winner of the VHB Best Paper Award 2011, finalist for the Robert D. Buzzell MSI Best Paper Award 2011].
- Fischer, Marc and Sönke Albers (2010), "Patient- or Physician-Oriented Marketing: What Drives Primary Demand for Prescription Drugs?," *Journal of Marketing Research*, 47 (February), 103-121 [Finalist for the VHB Best Paper Award 2010].
- Bauer, Hans H. and Marc Fischer (2000), "Product Life Cycle Patterns for Pharmaceuticals and Their Impact on R&D Profitability of Late Mover Products," *International Business Review*, 9, 703-725 [Winner of the Association for Health Care Research Best PhD Student Paper Award].
- Fischer, Marc and Marcel Crisand (1999), "Predicting and Using Product Life Cycles in Global Pharmaceutical and Biotechnology Industries," *Journal of Biolaw and Business*, 2 (4), 55-62.

Invited, refereed book chapters

Fischer, Marc (2014), „Marketing Spending Models,“ Ding, Min, Jehoshua Eliashberg, and Stefan Stremersch (eds.), *Innovation and Marketing in the Pharmaceutical Industry: Emerging Practices, Research, and Policies*, International Series in Quantitative Marketing, Springer: New York, 557-589.

Refereed MSI Research Reports

Edeling, Alexander and Marc Fischer (2014), “Marketing’s Impact on Firm Value – Generalizations from a Meta-analysis,“ *MSI Report Series No. 14-107*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc, Nils Wagner, and Sönke Albers (2013), “Investigating the Performance of Budget Allocation Rules: A Monte Carlo Study,“ *MSI Report Series No. 13-114*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc, Franziska Völckner, and Henrik Sattler (2009), "Measuring and Examining Category Brand Relevance: A Multi-Country Study," *MSI Report Series No. 09-102*, Marketing Science Institute, Cambridge: MA. [Featured article in *Insights from MSI Summer 2009* and among Top 5 Downloads in 2009].

Fischer, Marc and Sönke Albers (2007), "Patient- or Physician-Oriented Marketing: What Drives Primary Demand for Prescription Drugs?," *MSI Report No. 07-112*, Marketing Science Institute, Cambridge: MA.

Fischer, Marc (2007), "Valuing Brand Assets: A Cost-Effective and Easy-to-Implement Measurement Approach," *MSI Report No. 07-107*, Marketing Science Institute, Cambridge: MA. [Featured article in *Insights from MSI* and among Top 5 downloads in 2007]

Fischer, Marc, Venkatesh Shankar, and Michel Clement (2005), "Can a Late Mover Use International Market Entry Strategy to Challenge the Pioneer?" *MSI Report No. 05-118*, Marketing Science Institute, Cambridge: MA.

Refereed conference proceedings (full papers)

Kaya, Maria, Paul Steffens, Sönke Albers, and Marc Fischer (2007), “Drivers of Replacement and Additional Purchases Timing for Durables: The Overlooked Role of Consumer Innovativeness,” Engilbertsson, Halldór Örn (eds.), *Flexible Marketing in an Unpredictable World*, Proceedings of the 36th EMAC Conference, Reykjavik University, published on CD-Rom.

- Fischer, Marc and Ralf Mäder (2002), "Sponsorship as a Moderator of Self-Congruity Effectiveness," *Proceedings 31st EMAC Conference*, Braga.
- Huber, Frank, Marc Fischer, and Andreas Herrmann (2000), "Supermatrix-Analysis as a Method of Measuring Interdependent Relative Importance Weights in Customer Satisfaction Research," *Advances in Consumer Research*, 27, 92-99.
- Fischer, Marc and Hans H. Bauer (2000), "Valuing Late Mover Products: An Empirical Analysis of the Global Market for ACE Inhibitors," Hair, Jr., John F., Michael J. Weber, and R. Hoverstad (eds.), *Advances in Health Care Research*, Madison, 50-61.
- Huber, Frank, Marc Fischer, and Andreas Herrmann (2000), "Satisfaction and Loyalty in Secondary Markets for Buyers Using the Internet as Information Source: Results of an Internet Based Study, " Workman Jr., John P. and William D. Perreault (eds.), *Marketing Theory and Applications*, AMA Winter Educators' Conference Proceedings, Vol. 11, Chicago, 157-165.
- Fischer, Marc and Frank Huber (1999), "The Picture Communication Effect: A Meta-Analysis," Manrai, A. K. and H. L. Meadow (eds.), *World Marketing Congress*, Vol. 9, Malta, 65-68.
- Huber, Frank, Marc Fischer, and Andreas Herrmann (1999), "Preference Oriented Measurement of Advertising Response," Manrai, A. K. and H. L. Meadow (eds.), *World Marketing Congress*, Vol. 9, Malta, 33-36.
- Fischer, Marc and Frank Huber (1999), "A Simple Method of Decomposing Line Extension Sales," *Proceedings 28th EMAC Conference*, Berlin.
- Fischer, Marc (1998), "Product Life Cycles as a Basis for Valuing R&D Projects: Results of a Global Empirical Study in the Pharmaceutical Industry," *Proceedings 5th International Product Development Management Conference*, Como, 385-401.

Invited book chapters

- Fischer, Marc (2016), "Brand Valuation in Accordance with GAAP and Legal Requirements," Stewart, David W. and Craig T. Gugel (eds.), *Accountable Marketing, Linking Marketing Actions to Financial Performance*, Rutledge: New York and London, 182-200.

NATIONAL PUBLICATIONS (ALL IN GERMAN)

*Articles in refereed journals**

- Fischer, Marc and Thomas Schollmeyer (2010), "A Method to Measure the Financial Value of Dormant Brands," *Zeitschrift für betriebswirtschaftliche Forschung*, 62, 598-624.
- Fischer, Marc and Michel Clement (2007) "Dimensions of International Market Entry With a New Product," *Zeitschrift für betriebswirtschaftliche Forschung*, 59, 847-881.
- Fischer, Marc, Alexander Himme, and Sönke Albers (2007), "Pioneer, Early Mover, or Late Mover: Which Strategy is Most Successful?," *Zeitschrift für Betriebswirtschaft*, 77, 539-573.
- Clement, Michel, Marc Fischer, and Björn Görke (2007), "Introduction of a New Movie: How Do Investors React?," *Die Betriebswirtschaft*, 67, 418-444.
- Fischer, Marc, Heribert Meffert, and Jesko Perrey (2004), "Brand Management: Is it Really Relevant for Every Company? An Empirical Investigation of the Importance of Brands in Consumer Goods Markets," *Die Betriebswirtschaft*, 64, 333-356.
- Fischer, Marc, Andreas Herrmann, and Frank Huber (2001), "Return on Customer Satisfaction: How Profitable are Actions to Increase Customer Satisfaction?," *Zeitschrift für Betriebswirtschaft*, 71, 1161-1190.
- Fischer, Marc (2001), "The Importance of Competitive Dynamics for the Life Cycle of Brands," *Die Betriebswirtschaft*, 61, 443-461.
- Bauer, Hans H., Marc Fischer, and Volker Pfahlert (2001), "Does it Pay Off to Enter Pharmaceutical Markets as a Late Mover? Results of a Profitability Analysis," *Zeitschrift für betriebswirtschaftliche Forschung*, 53, 632-648.
- Bauer, Hans H. and Marc Fischer (2001), "Simultaneous Measurement of Cannibalization: Competitive Substitution and Primary Demand Effects for Line Extensions," *Zeitschrift für betriebswirtschaftliche Forschung*, 53, 455-477 [Lead article].
- Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2000), "Barriers of E-Commerce – A Cross-National Empirical Study of Internet Buying Behavior," *Zeitschrift für Betriebswirtschaft*, 70, 1133-1156.
- Bauer, Hans H. and Marc Fischer (2000), "Empirical Classification of Product Life Cycles," *Zeitschrift für Betriebswirtschaft*, 70, 937-958 [Lead article].
- Bauer, Hans H., Marc Fischer, and Yvonne McInturff (1999), "The Picture Communication Effect – A Meta-analysis," *Zeitschrift für betriebswirtschaftliche Forschung*, 51, 805-831.

* My refereed publications are all in the three top-ranked national general business journals. The review process in these journals is double-blind with reported rejection rates of 60% to 80%.

Bauer, Hans H. and Marc Fischer (1998), "Sales Deviation Analysis: Review of Methods and Recommendations," *Zeitschrift für Betriebswirtschaft*, 68, 1341-1366.

Invited, refereed book chapters

Fischer, Marc and Alexander Himme (2011), „Entry Timing for Innovations,“ Albers, Sönke and Oliver Gassmann (eds.), *Handbook on Technology and Innovation Management*, 2nd ed., Gabler: Wiesbaden., 419-436.

Fischer, Marc (2005), "Entry Timing for Innovations," Albers, Sönke and Oliver Gassmann (eds.), *Handbook on Technology and Innovation Management*, 1st ed., Gabler: Wiesbaden, 397-414.

Monographs

Fischer, Marc (2006), "*Essays on Marketing Performance Management*," Cumulative Habilitation Christian-Albrechts-University at Kiel.

Fischer, Marc (2001), *Product Life Cycle and Competitive Dynamics: Principles of Economic Evaluation of Market Entry Strategies*. Dissertation University of Mannheim, Gabler Edition Wissenschaft, Deutscher Universitäts-Verlag: Wiesbaden [Winner of the 2001 Klaus O. Fleck Best Dissertation Award by the German Chamber of Industry and Commerce].

Invited journal articles

Backhaus, Max and Marc Fischer (2015), “Why it Pays to Take the Drama out of a Crisis,” *Response Magazine*, 20, 11–12.

Fischer, Marc, Jesko Perry, Tjark Freundt, and Eric Lennartz (2015), “The Relevance of Brands,” *Markenartikel*, Issue 3, 50-52.

Fischer, Marc and Thomas Schollmeyer (2012), “Valuing Dormant Brands,” *Markenartikel*, Issue 10, 100-102.

Fischer, Marc (2012), “Choosing the Right Testimonial,” *Markenartikel*, Issue 7, 51-53.

Fischer, Marc, Sönke Albers, Nils Wagner, and Monika Frie (2012), "Dynamically Allocating the Marketing Budget: How to Leverage Profits across Markets, Products and Marketing Activities,“ *Marketing Intelligence Review*, 4 (1), 50-59.

Riesenbeck, Hajo, Jesko Perrey, and Marc Fischer (2005), "What is the True Value of Brands?," *Markenartikel*, Issue 12, 58-61.

Fischer, Marc (2004), "Instruments for the Measurement of Marketing Performance," *Thesis*, 21, Issue 3, 8-12.

Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2001), "The Internet as a Place to Shop: Typical Acceptance Barriers of an Innovation," *Marketing Journal*, Issue 3, 132-137.

Marc Fischer, Andreas Herrmann, and Frank Huber (2000), "Are Satisfied Customers Worth the Money? Solutions for a Value-based Management," *absatzwirtschaft*, 43 (October), 88-91. [The paper was reprinted in *Touristik Report*, Special issue December 2000, 54-56].

Bauer, Hans H., Marc Fischer, and Nicola E. Sauer (2000), "Net-shopping: The Risks are not a Barrier" *absatzwirtschaft*, 43 (December), 79.

Herrmann, Andreas, Marc Fischer, and Frank Huber (2000) "Customer Satisfaction, Customer Retention and Company Success: How strong is this Chain?," *Kostenrechnungspraxis*, Special issue 3, 15-21.

Herrmann, Andreas, Frank Huber, and Marc Fischer "A Fuzzy Set Approach to Product Elimination," *Thexis*, 17, Issue 2, 28-33.

Bauer, Hans H., Marc Fischer, and Robert Verspagen (1999), "Determinants of Line Extension Success: Results of an Empirical Study," *Die Pharmazeutische Industrie*, 61, 796-803.

Fischer, Marc and Marcel Crisand (1996), "International Product Life Cycles: An Empirical Investigation of the Cardio-Vascular Segment (I)," *Die Pharmazeutische Industrie*, 58, 980-985.

Fischer, Marc and Marcel Crisand (1996), " International Product Life Cycles: An Empirical Investigation of the Cardio-Vascular Segment (II)," *Die Pharmazeutische Industrie*, 58, 1085-1092.

Thiel, Michael H., Friedrich Förster, and Marc Fischer (1996), "Price Management for Generics," *Pharma-Marketing Journal*, 21, 48-53.

Invited book chapters

Fischer, Marc and Sönke Albers (2007), "Current Trends in Customer Equity Management," Báyón, Thomas, Andreas Herrmann, and Frank Huber (eds.), *Diversity and Conformity in Marketing Research: A Field of Tension*, Festschrift for Hans H. Bauer at his 60th anniversary, Gabler: Wiesbaden, 167-186.

Fischer, Marc (2001) "The Product Life Cycle," Diller, Hermann (ed.), *Vahlens Großes Marketing Lexikon*, 2. ed., Vahlen: Munich, 1407-1409.

EDITORIAL BOARDS/REVIEWING ACTIVITY

Membership in editorial boards

2015-current Editorial Review Board *International Journal of Research in Marketing (IJRM)*
2015-current Department editor Marketing *Business Research (BUR)*
2013-current Co-editor of *Business Administration Review (DBW)*

International journals (reviewing)

Journal of Marketing Research
Marketing Science
Management Science
Journal of Marketing
International Journal of Research in Marketing
Management International Review
Marketing Letters
Journal of Business Research
Schmalenbach Business Review
Electronic Markets
Omega
Business Research

Research foundations, competitions & conferences (reviewing)

DFG (German Research Foundation)
SNF (Swiss National Science Foundation)
MSI Clayton Dissertation Proposal Competition
Co-chair communications track at EMAC
EMAC conference
VHB conference

National journals (reviewing)

Zeitschrift für betriebswirtschaftliche Forschung
Zeitschrift für Betriebswirtschaft
Die Betriebswirtschaft
Marketing ZFP
Die Unternehmung

PROFESSIONAL AFFILIATIONS

INFORMS (The Institute For Operations Research and The Management Sciences)
DHV (German Association of University Professors)
VHB (German Academic Association for Business Research)

PRESENTATIONS

More than 60 presentations at international companies, academic institutions, and conferences, among them

Distinguished Speaker at NYU Stern School conference on Measuring and Managing Brands in a Digital World, “20 Years of Brand Valuation”, New York, May 29, 2013.

Distinguished Speaker at MSI conference on Marketing Resource Allocation, “Multimarket and Multiproduct Resource Allocation”, Charlottesville, May 21-22, 2013.

Member of Plenary Panel on “Financial Brand Valuation”, UNC Conference on Brands and Branding in Law, Accounting, and Marketing, Chapel Hill, April 12-13, 2012.

Distinguished Speaker at the Presidential Council on Nation Branding Conference, “From National to Global Brands: The Case of DHL”, Seoul, August 25-26, 2011.

Distinguished Speaker at ‘50 Years MSI’ Anniversary Special Session, “Research on Brands: Latest Findings and Future Opportunities,” Marketing Science Conference, Houston, June 9-11, 2011.

Distinguished Speaker at 2010 MSI Board of Trustees Meeting, “Dynamic Marketing Budget Allocation across Countries, Products, and Marketing Activities,” Boston, April 8-9, 2010.

Invited presentations at other schools’ seminar series and research camps

Otto-von-Guericke University Magdeburg, Singapore Management University, European School of Management and Technology Berlin, University of New South Wales, University of Queensland, University of Zurich, Massey University Auckland, Fudan University Shanghai, Kühne Logistics University Hamburg, Monash University Melbourne, University of Technology Sydney, Koc University Istanbul, Maastricht University, Instituto de Empresa Madrid, Vrije Universiteit Amsterdam, Humboldt Universität zu Berlin, Johann Wolfgang Goethe-Universität Frankfurt am Main, Stanford University, Tilburg University, University of California at Los Angeles (UCLA), University of Groningen, University of Southern California Los Angeles, Erasmus University Rotterdam.

IN THE PRESS 2014/2015

“Risky Use of Testimonials in advertising,” *Horizont*, Issue 17, April 23, 2015, p. 16.

“Science behind the Price of Camera,” *Sydney Morning Herald*, April 21, 2015.

“It’s a Question of Trust,” *Welt am Sonntag*, March 15, 2015, p. 95.

“Growth Without Consumption? – A Success Story on Trial,” Radio debate, *WDR 5*, November 26, 2014.

CONSULTING

I have consulted with various multinational companies from diverse industries in more than 40 projects since 2002. Industries include automotive, pharmaceutical, media/entertainment, financial services, market research services, retail, consumer-packaged goods, logistics services, and business services.

I have also served as expert witness for international law firms, especially in matters of branding.

SERVICE ON HABILITATION AND DOCTORAL COMMITTEES

Chair (habilitation committee)

Dr. Alexander Himme (University of Cologne), “Essays on the Management of Intangibles, Costs, and Innovation” (Venia legendi in business administration granted in July 2014). Placement: Assistant Professor of Marketing, Vlerick Business School, Leuven.

Chair (doctoral committee)

Nils Wagner (University of Cologne), “A Descriptive and Normative Analysis of Marketing Budgeting” (graduated December 2011, „summa cum laude“). Output student at graduation: 1 dissertation-based article in *Marketing Science*. 3rd place 2012 EMAC-McKinsey Dissertation Award competition. Placement: Industry (Simon, Kucher&Partners: Management Consultants).

Thomas Schollmeyer (University of Cologne), “Entertainment products and network effects.” (graduated January 2013). Output student at graduation: 1 dissertation-based article in *ZfbF – Zeitschrift für betriebswirtschaftliche Forschung*, 1 in *Marketing ZFP – Journal of Research and Management*. Placement: Industry (Simon, Kucher&Partners: Management Consultants).

Tobias Hornig (University of Cologne), “Measurement and validation of value added from global brands.” (graduated January 2014). Output student at graduation: 1 dissertation-based article in *Marketing ZFP – Journal of Research and Management*. Placement: Industry (Siemens AG).

Alexander Edeling (University of Cologne), “Essays on Strategic Marketing Behavior and its Financial Performance.” (graduated April 2016, „summa cum laude“). Output student at graduation: 1 dissertation-based article in *Journal of Marketing Research*. Placement: Assistant Professor of Marketing, University of Cologne, Cologne.

Max Backhaus (University of Cologne), “Brand management and market response models.” (on-going; graduation planned: after 2016)

Eric Lennartz (University of Cologne), “Market research.” (on-going; graduation planned: after 2016)

Samuel Stäbler (University of Cologne), “tbd”, (on-going; graduation planned: after 2016)

Birte Terlinden (University of Cologne), “tbd”, (on-going; graduation planned: after 2016)

Co-chair

Katrin Reber (marketing; University of Groningen), 2013

Julian Hofmann (marketing; University of Cologne), 2012

Kristina Klein (marketing; University of Cologne), 2012

Peter Saffert (marketing; University of Cologne), 2011.

Jan-Michael Becker (marketing; University of Cologne), 2011.

TEACHING STATEMENT (COURSES TAUGHT)

Institutions

University of California at Los Angeles, University of Technology Sydney, Business School, University of Cologne, University of Passau, State University of Management Moscow, Corvinus University Budapest, Christian-Albrechts-University at Kiel, University of Mannheim
Cooperative State University Karlsruhe, Mannheim University of Applied Sciences
Industry: e.g., Roche Diagnostics, Bayer, General Electric, Universal, Deutsche Post DHL, TNS Infratest

Executive Education (English and German)

Effective communication
Methods and concepts for market intelligence
Use of new media
B2B branding
Marketing-mix effectiveness: Tools and best practices
Market Response models

Doctoral program (English)

Research on Resource Allocation
Empirical Methods in Marketing Research
How to Publish in A-Journals
Positioning and Review
Market Response Modeling

Graduate (English and German)

Brand and Communication Management
Marketing Performance Management
Services Management
Management of Media Products
Tactical Marketing Decisions
Decision and Judgment
Several seminars (literature and case study based)
Workshop on management communication

Undergraduate (English and German)

Fundamentals in Marketing

International Marketing
Concepts of Marketing Mix Management
Market Research/Methods of Marketing Mix Management
Consumer Behavior

Bachelor/Master/Diploma theses

Supervision of more than 500 theses since 1996

SCHOOL/UNIVERSITY SERVICE

University of Cologne, Faculty of Management, Economics and Social Sciences

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| 2016 | Chair, 4th Cologne Symposium on Value Creation in a Changing Customer and Media Environment (ca. 70 attendants) |
| 2014 | Chair, 1 st Cologne Symposium on Value Creation in a Changing Customer and Media Environment (ca. 50 attendants) |
| 2013 | Speaker of UoC Forum Research Initiative “Value Creation in a Changing Customer and Media Environment”, funded by the German Excellence Initiative, Funding period: 2014-2015 |
| 2013 | Task force “Research”, Strategic Plan for Faculty of Management, Economics, and Social Sciences |
| 2013 | Chair, 15 th Annual Symposium on “Quantitative Marketing” (ca. 90 attendants) |
| 2012 | Chair, 2012 Cologne-Hamburg Marketing Research Camp (ca. 50 attendants) |
| 2012 | Committee for Equis accreditation process of the Faculty of Management, Economics and Social Sciences |
| 2012 | Committee for University proposal to German academic excellence initiative (competitive multi-billion funding program) |
| 2012-current | Co-head with Werner Reinartz, Circle of Excellence in Marketing (student talent program) |
| 2012-current | Board of Cologne Graduate School in Management, Economics and Social Sciences (Doctoral program) |
| 2011-current | School representative at CEMS, Global Alliance in Management Education |
| 2011-current | PhD examination board |
| 2011-current | Advisory committee to the Dean, Business Administration division |
| 2011-current | Trustee for MTP, student organization |
| 2011-2012 | Area speaker, Marketing Area |
| 2011-current | Search committee for senior positions (full professor) in statistics, economic history, and information systems and junior positions (junior professor) in marketing and economics |

University of Passau, Faculty of Management and Economics

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| 2008-2010 | Executive director of a German-speaking business study program at the State University of Management at Moscow |
| 2009-2010 | Development and negotiation of double Bachelor program with Vice Rector of the State University of Management at Moscow |
| 2007-2010 | Director of the Center for Market Research at the Institute for Market and Economic Research, Passau |
| 2008-2010 | German-speaking business study program at the Corvinus University Budapest |
| 2008-2010 | Trustee for Instead, student organization |
| 2009-2010 | Steering committee, President's marketing initiative for the university |
| 2009-2010 | Board of the Faculty of Management and Economics |
| 2009-2010 | PhD examination board |
| 2009-2010 | Head of student exchange programs: Russia and North America |
| 2010 | Chair, 2010 University of Passau Marketing Research Camp (ca. 30 attendants) |
| 2010 | Chair of Search Committee for senior position (full professor) in marketing |
| 2008-2010 | 6 Search Committees for senior positions (full professor) in accounting, finance, taxation, organization, and management |
| 2008 | Development of marketing concept for faculty's master programs |

LANGUAGE SKILLS

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| German | Native |
| English | Fluent |
| French | Advanced |
| Russian | Advanced |
| Italian | Basic |
| Latin | Basic |

Cologne, May 2016