

CURRICULUM VITAE

Prof. Dr. Roland Mattmüller

Professor of Strategic Marketing
Head of Marketing & Sales Group
Head of Council Executive School

EBS Universität
Rheingaustraße 1
65375 Oestrich-Winkel



Primary fields of interest

- Process-oriented Marketing, Corporate Marketing Strategies, Retail Marketing, Ingredient Branding, Services Marketing, Professional education and training

Teaching experience

- Retail Marketing, Strategic Marketing Business Games, Process-oriented Marketing

University employment and affiliation

- **Since 04/2020**
Head of Council of EBS Executive School
- **Since 03/2020**
Member of the Steering Committee, EBS Universität für Wirtschaft und Recht
- **Since 01/2020**
Head of Marketing & Sales Group, EBS Universität für Wirtschaft und Recht
- **Since 12/2019**
Vice President of the Senate, EBS Universität für Wirtschaft und Recht
- **Since 12/2019**
Member of the University Council, EBS Universität für Wirtschaft und Recht
- **Since 01/2015**
Member of the Senate, EBS Universität für Wirtschaft und Recht
- **11/2010**
Appointment as Vice President (denied 12/2010)
Duale Hochschule Baden-Württemberg, Stuttgart
- **Since 2009**
Academic Director of the post graduate programme “Markenakademie” in cooperation with
Deutscher Markenverband EBS Executive School
- **Since 2007**
Scientific Advisor of Fachausschuss Wirtschaft Duale Hochschule Baden-Württemberg
- **Since 2004**

Academic Director of the post graduate programme “Strategic Marketing Management” in cooperation with the Verband des deutschen Maschinen- und Anlagenbaues e.V. (VDMA) EBS Executive School

- **Since 2003**

Academic Director of the post graduate programme “Strategic Marketing Management” EBS Executive School

- **Since 2000**

Professor for Marketing at the Sino-German College (CDHK) Tongji-University, Shanghai, China

- **Since 1997**

Speaker of the Board Institute for Marketing-Management and –Research (IMMF), Oestrich-Winkel

- **Since 1995**

Head of Chair of Strategic Marketing EBS Business School, Oestrich-Winkel

- **Since 1991**

Chairman of the Board of Examiners Chamber of Commerce (IHK) Ulm for Marketing, Ulm

Previously held Appointments

- **03/2014- 12/2019**

Head of Marketing Department, EBS Universität für Wirtschaft und Recht

- **2009-04/2012**

Member of the Supervisory Board EBS University, Wiesbaden

- **2009-04/2012**

Member of the Executive Board of the Foundation EBS University, Wiesbaden

- **2008 – 2012**

Member of the bundesweiten, Central Examination Conception Board for Marketing, DIHK, Bonn

- **2007-2012**

Vice President of the Senate EBS Business School, Oestrich-Winkel

- **2007 - 09/2010**

Head of Marketing Department European Business School, Oestrich-Winkel

- **2007-2009**

Member of the Supervisory Board EBS Executive Education GmbH, Oestrich-Winkel

- **2002-2009**

Representative of the Professors in the Advisory Board EBS Business School, Oestrich-Winkel

- **2001-2002**

Deputy Vice Rector European Business School, Oestrich-Winkel

- **1999-2005**

Member of the Jury of the Alfred-Gerardi-Gedächtnispreis Direct Marketing Association Germany

- **1999-2004**
Chairman of the Habilitation Admissions Board European Business School, Oestrich-Winkel
- **1998-2005**
Academic Director BMW Group Business School, Munich
- **1998-2002**
President of the Senate European Business School, Oestrich-Winkel
- **1997**
Head of Management Training for the European Union, Ukraine and White Russia (TACIS)
- **04/95-09/95**
Head and Cum Spe Professorial Appointment (Lehrstuhlvertretung) for Marketing Ernst-Moritz-Arndt University Greifswald, Geifswald
Offer of professorship for this chair (thereafter) –denied
- **1992 – 2012**
Lecturer for Marketing at Siemens Learning Campus
- **10/92-03/95**
Head and Cum Spe Professorial Appointment (Lehrstuhlvertretung) for Marketing Technical University (TU), Munich-Weihenstephan
Appointment as university professor (during deputyship)
- **1989-1993**
Seminars on Management-Training Shanghai Industrial Management Training Center, China
- **1987 - 2012**
Academic Director for Marketing Verwaltungs- und Wirtschaftsakademie (VWA), Stuttgart (till 2010) and Ulm

Education

- **07/1996**
Habilitation Business Administration, University of Augsburg
- **07/1990**
Doctorate Business Administration, University of Augsburg
- **05/82 – 04/86**
Dipl. Ökonom Business Administration, University of Augsburg

Business Experience

- **Since 1986**
numerous studies, seminars, lectures, research-and cooperation projects in various fields of marketing, i.e. with:
Abbvie
Association of Customer Service Representatives Germany
Atmel
Audi AG
Bavarian Ministry for Food, Agriculture and Forestry

Bavarian Ministry for Economy and Traffic
BHW group
BMW AG
Braas
Brita GmbH
Digital Equipment
German Post AG
Hartman AG
Hoechst AG
Institut Merrieux
International Horticultural Exhibition Expo '93 in Stuttgart
Mack-Pfizer
Markenverband Marketing-Society of German Pharmacists
Porsche AG
Roche Pharma AG
SIMTC (Shanghai Industrial Management Training Center)
Siemens AG
Sulo Group
Unfallkasse Hessen (UHK)
VDMA
Vodafone

Participation in Juries

- **Since 2011**
Consultant for the Impulse Ranking "100 Best Franchise-Systems in Germany"
- **Since 2011**
Member of the Jury SUPERBRANDS
- **Since 1999**
President of Jury of the Customer Service Price BHB Germany

Review Activities

- Journal of Business Economics (JBEC)
- DFG (Deutsche Forschungsgemeinschaft)
- Zeitschrift für Betriebswirtschaft
- Marketing ZFP
- Marketing Trends Conf. Venedig
- Marketing Trends Conf. Paris
- Dm-compact
- Journal of Marketing Trends
- ISM Research Journal
- ICRM

- Marketing Review St. Gallen

Memberships

- Verband der Hochschullehrer für Betriebswirtschaft
- Deutscher Hochschulverband
- Schmalenbach-Gesellschaft für Betriebswirtschaft
- Verein für Socialpolitik
- Society for Marketing Advance
- European Retail Academy
- The European Association for Education and Research in Commercial Distribution
Vorsitzender der Jury des „Kundenservice-Preis“ des Bundesverbands Deutscher
Heimwerker- Bau- und Gartenfachmärkte Köln
- Jury “Bio-Handelwettbewerb” der Centrale Marketing-Gesellschaft der deutschen
Agrarwirtschaft mbH Bonn