

Prof. Dr. H. Dieter Dahlhoff

Prof. Dr. H. Dieter Dahlhoff
Honorary Professor of Automotive Management
Automotive Institute for Management (AIM)
EBS European Business School
Rheingaustraße 1
65375 Oestrich-Winkel
Email: h.dieter.dahlhoff@ebs.edu



Primary Fields of Interest

Automotive Management, Communication Management, Brand Management, Distribution Management, Integrated & Cross-Communications, Consumer Behaviour, Leadership

Academic Experience

- 2013** Honorary Professor of Automotive Management (EBS - Universität für Wirtschaft und Recht)
- 2005 - today** Professor, Endowed SVI-Chair of Communication and Media Management, Universität Kassel
- 2003 - 2009** Management Consultant and Lecturer/Associate Professor at MBA-Programs of University St. Gallen, Donau-Universität Krems und EBS – Universität für Wirtschaft und Recht
- 1998 - 2004** Professor of International Management (C3), University of Applied Sciences, Gelsenkirchen
- 1997 – 1998** Member of the Faculty to IMD-Institute of Management Development, Lausanne (Corporate University) and University of Applied Sciences, Gelsenkirchen
- 1985 – 1995** Lecturer of Marketing and International Management, EBS European Business School, Oestrich-Winkel

Management Experience

- 2001 - 2003** Managing Director Group Internal Communications, e-communications and Public Relations, Corporate Center Deutsche Bank, Frankfurt, reporting to the Spokesman of the board (sabbatical leave from university)
- 1992-1996** Volkswagen AG, Wolfsburg (Volkswagen Audi, Seat, Škoda), Executive Vice President Marketing Volkswagen AG World Wide (Markenvorstand) 1993-1996, Exec. Marketing Director Volkswagen 1992-1993; Member of supervisory boards as: Volkswagen Coaching AG, Wolfsburg; MMI-Marketing-Management Institute, Braunschweig,
- 1991-1992** Sat 1 Satelliten Fernsehen GmbH, Mainz (TV Channel No. 3 in Germany) Board Member
- 1986-1991** General Motors (Adam Opel AG) Sales and Marketing Director / Geschäftsführer General Motors – Opel Austria 1991; Marketing Director Adam Opel AG (GM Germany) 1986-1990
- 1980-1985** BBDO, Düsseldorf (Advertising Agency No.1 in Germany), Member of the Board, Management Supervisor, Account Supervisor, Account Executive (Mitglied der Geschäftsleitung)