

Prof. Dr. Alexander Pohl

Honorary Professor at University of Trier
Adjunct Professor at EBS Business School
Partner of Private Equity Company HW Partners AG
CEO of Scopevisio AG



EDUCATION

- 1976 - 1985 *Stefan-George-Gymnasium Bingen: Abitur*
- 1986 - 1991 Business studies at the *University of Trier*, focus on marketing & statistics
- 1989 - 1990 Study of international marketing & languages at *Dublin City University*
- 1987 - 1988 Teaching assistant for production theory & finance, *University of Trier*
- 1991 Degree "Diplom-Kaufmann" (equivalent M.B.A.), with distinction
- 1991 - 1996 Research assistant at the *Institute of Marketing, Innovation & E-Business*, University of Trier
- 1996 Ph.D. (*summa cum laude*), topic: Leapfrogging-Behavior and Adoption of Technological Innovations
- 1999 Essentials of Management Program at *The Wharton School, University of Pennsylvania* (USA)
- 2004 Habilitation (*venia legendi* in Business), research area: behavioral pricing and innovations, research cooperation with TUI Deutschland GmbH for empirical study, Topic: Price Satisfaction when Buying Innovations, *University of Trier*

TEACHING AND ACADEMIC APPOINTMENTS

- 1996 - today Teaching at the *University of Trier*: Seminars in technology & innovation management, open innovation, empirical methods, price theory and management; also mentoring of doctoral students
- 2003 - today Teaching at the *EBS Business School*: Lecture price management in the master program including case studies and price negotiation training

- 2007 Appointment to *Adjunct Professor* for technology management and pricing at European Business School
- 2007 Appointment to *Honorary Professor* at the University of Trier
- 2009 *Visiting Professor* at the Finance Academy, Russia

RESEARCH FOCUS

- Open innovation (e.g. democratization of innovations, communities of innovation, cloud computing)
- Marketing of technological products and services (e.g. pricing of innovations, behavioral pricing, e-business, sales)
- Strategy & Leadership in small and medium size enterprises
- Innovation & technology management (e.g. technological leapfrogging)
- Quantitative methods in market research (e.g. conjoint measurement)

PUBLICATIONS

- Over 70 articles in the above mentioned research areas
- Publications in international journals with double-blind peer review, in scientific handbooks and encyclopedias with double blind review or editor review, also in management journals and handbooks and the business press
- Regular refereeing in double blind review processes for academic journals such as *Zeitschrift für Betriebswirtschaft (ZfB)* and *Zeitschrift für betriebswirtschaftliche Forschung (ZfbF)*

INDUSTRY EXPERIENCE

- 1996 - 2003 Partner of *Simon, Kucher & Partners, Strategy & Marketing Consultants*, Europe/USA/Japan; Managing Director of the Paris Office
- 2004 - 2006 Directeur Général Délégué of *Agfa Healthcare Enterprise Solutions S.A.*, France (formerly *GWl AG*, Bonn)
- 2006 - today Partner of the private equity company *HW Partners AG*, Bonn and CEO of *Scopevisio AG*, Bonn (*Award winner: ERP system of the year 2010*)

MEMBERSHIPS

- Deutscher Hochschulverband
- Schmalenbach-Gesellschaft für Betriebswirtschaft e.V.
- German Academic Association for Business Research (Verband der Hochschullehrer für Betriebswirtschaft e.V.); member in the following scientific communities: „Technologie, Innovation und Entrepreneurship (TIE)“ and „Marketing (MARK)“

LANGUAGES

German, English, French

Alexander Pohl, January 2011