

Prof. Dr. Sven Henkel

Senior Professor of Customer Behaviour and Sales

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Primary Fields of Interests

Customer Behaviour, Sales Psychology, Marketing Communications, Brand Management, Behavioural Branding, HR Development, Automotive Marketing, Services Management and Business Model Innovation in the Mobility Sector; Shared Services

Teaching Experience

- 2014-today Master in Automotive Management (EBS): Business Model Innovation in the Automotive Industry (with Opel), Distribution and Dealership Management, Automotive Field Study (with Schaeffler); Master General Management (Sales Management, Service Management, Retail Management); B.Sc. (EBS): Marketing Communication and Social Media
- 2009-2014 Undergraduate Teaching: Customer Behaviour Bachelor-Level at University of St.Gallen
- 2011-2014 Masters Teaching at University of St.Gallen: Marketing Communication, Customer Value and Brand Management (Master of Marketing, Services and Communication Management [MSC]), Corporate Brand Management (Strategy and International Management [SIM])
- 2009 - today Executive Education at Executive School St.Gallen (University of St.Gallen): Brand Management, Brand Communication, Behavioural Branding (EMBA-HSG, EMBE-HSG), Marketing Management (EMBE-HSG, SME-HSG)
- 2009 – today Executive Education at RWTH Aachen: Brand Management, Brand Communication, Behavioural Branding
- 2016 – today University of Zurich/EMBA Zurich: Module Owner Marketing

Academic Experience

- 07/2014 – Senior Professor of Customer Behaviour and Sales
EBS Universität für Wirtschaft und Recht, EBS Business School,
Oestrich-Winkel, Germany)
- 10/10 – 07/14 Senior Research Fellow and Vice Director (Transfer Research & Partner
Programs), University of St.Gallen, Center for Customer Insight, University
St. Gallen, Switzerland
- 09/08 – 10/10 Senior Research Fellow and Project Leader, University of St.Gallen, Center
for Customer Insight, University St. Gallen, Switzerland
- 04/11 – 09/11 Visiting Professor, Stockholm University School of Business

Business Experience

- 10/2013 – brandamazing GmbH, Munich, Germany
Brand Consulting
Member of the Academic Advisory Board
- 10/2010 –: 2hm & Associates GmbH, Mainz, Germany
Strategy and Management Consultancy
Member of the Academic Advisory Board
- 06/2002 - 07/2004 2hm & Associates GmbH, Mainz, Germany
Student Trainee: Marketing und Market Research
- 03/2001 – 06/2002 Lufthansa Aviation Group, Frankfurt, Germany
Student Trainee

Education and Qualifications

- 2008 – 2014 Senior Research Fellow
University of St.Gallen, Center for Customer Insight, Switzerland
- 2004 – 2008 Doctoral Candidate
University of St.Gallen, Center for Customer Insight, Switzerland
- 1999 – 2004 Degree in Business Administration (Dipl.-Kfm.)
Johannes Gutenberg-Universität Mainz, Germany

Other Affiliations

- 2006 – Member of the European Marketing Association
- 2009 – Member of the American Marketing Association

Present and Past Refereeing Activities

Ad-hoc-Reviewer of European Journal of Marketing, *Zeitschrift für betriebswirtschaftliche Forschung*, *Marketing ZFP*, *American Marketing Association Conferences*, *European Marketing Association Conferences*

Grants, Honours, Prizes

2011 – 2013 Fundamental Research Fund (University of St.Gallen; CHF 129.999)

Keynotes (Extract)

„Control or not control: Autonomous Driving from a Customer’s Perspective”, presented at Automotive tech.AD Berlin 2016, 25.2.2016.

Henkel Sven (2016): It takes two, Baby. Dual Branding im Truck Segment, präsentiert am: Händler Kick-Off von Volvo Group Trucks, Schweiz, 27.1.2016.

“Cross-mediale Markenführung im digitalen Zeitalter”, presented at Digital Economic Forum, Zurich, 5.-6.5.2015

Brand New – Was starke Marken wirklich brauchen”, presented (in cooperation with Jon-Christoph Berndt) at ELMAR Award Ceremony, Verband der Deutschen Elektromarkenindustrie, 9.2.2015, Frankfurt/Germany.

„Ford’s Grandchildren are all in Facebook... Co-Creation and the Automotive Supply Chain“, Collaboration in the Automotive Industry”, presented at: Exchange – The Supply Chainer’s Convention, 25.6.2014, Frankfurt/Germany.

“Of Books and Brands. Why Non-branded Goods must Fail.”, presented at Motovun Group Association, MGA Summer Meeting, 20. -22.6.2014, Porto/Portugal.

“Forget about Intranet: The Effect of on Employee Behavior”, presented at: Award Ceremony of the GWA Profi Awards – Der BtoB-Markenpreis für Kommunikation an professionelle Entscheider, 10.04.2013, Hannover Messe/Germany.

“Eins und Eins macht Drei: Mehr Vertriebsperformance durch Marke.“ presented at: Symposium: Kommunikation in Business-to-Business-Märkten, 7.3.2013, Johannes Kepler Universität Linz/Österreich.

“The Science of Customer Insight”, presented at: MasterCard Nordic and Baltic Region Business Forum, 15.11.2012, Stockholm/Sweden

1 + 1 = 3: Strengthening Your Sales Power through Behavioral Branding”, presented at: ABB Practice Forum Switzerland, 25.10.2012, Baden/Schweiz.

“Changing Your Mindset – Increasing Sales Effectiveness through Customer Understanding and Brand Behavior, presented at: Bystronic Group - International Management Meeting, 11.10.2012, Stockholm/Sweden.

“Collaboration 2020 - Collaboration in the Automotive Industry”, presented at: T-Systems IT Summit, Paris Motor Show, 30.9.2010

