

PROF. DR. MANFRED KIRCHGEORG

**Chairholder
Chair of Marketing Management**

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ACADEMIC EDUCATION

- 1998 *Habilitation*, University of Münster
- 1989 *Dissertation*, University of Münster
- 1985 *Diplom-Kaufmann*, University of Münster

PROFESSIONAL EXPERIENCE

- since 1998 *Chair Marketing Management*, HHL – Leipzig Graduate School of Management, Leipzig, Chair of Marketing Management, Leipzig
- Since 1990 Research and lecture tours in the USA, Canada, China, Singapore, Brazil and various European countries
- Since 1988 *Teaching Positions*: University of Bielefeld, European Environment Academy, University of Bern, Management Academy Münster and the Marketing Academy Basel

HONORS AND AWARDS

- 2005 / 2006 HHL-Best-Teacher Award
- 2005 Regionalpreis: Clusterorganisation für Mitteldeutschland
- 1990 McKinsey research price
- 1990 Dissertation prize of the University of Münster

MEMBERSHIPS AND AFFILIATIONS

- Member of Federation of University Professors in Business Administration (Chairman of the Environmental Management Commission 2002-2004)
- Member of the board “Wissenschaftlichen Gesellschaft für Marketing und Unternehmensführung e.V.“
- Member of the board „Akademischen Marketinggesellschaft e.V.“
- Member of the American Marketing Association
- Member of the Academy of Management
- Member of Beta Gamma Sigma Chapter of AACSB
- Member of the Schmalenbachgesellschaft
- Member of the MOC-Network of Harvard Business School
- Member of the board of the entrepreneurial association “VIEW” at HHL
- Member of the editorial board Journal “Innovative Marketing”
- Member of Marketing Alumni Münster e.V.
- Member of advisory board “Musiol Munzinger Sasserath – Gesellschaft für umsetzungsorientierte Markenberatung und Markenentwicklung mbH ”
- Member of the jury „Capital Öko-Managers“
- Member of advisory board “Marketing-Club Leipzig”
- Member of Automotive Cluster Ostdeutschland e.V.
- Member of cluster board “Automotive Cluster Ostdeutschland e.V.”
- Member of cluster council “Regionenmarketing Mittelfeutschland”
- Member of advisory board “Oskar-Patzelt-Stiftung”
- Member of advisory board “MTP Leipzig”
- Academic advisor “Konrad-Adenauer-Stiftung“
- Several memberships in expert groups and as a reviewer (e.g. DFG, BMBF)

RESEARCH INTERESTS

- Holistic Brand Management
- Sustainable Development and Marketing Management
- Media Management
- Trade Fair Marketing and Services Marketing
- City and Regional Marketing