



Prof. Dr. Manfred Kirchgeorg

Chairholder
SVI-Endowed Chair of Marketing, esp.
E-Commerce and Cross-Media Management

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Academic Education

- 1998 Habilitation, University of Münster, Institute for Marketing, Germany
- 1989 Dissertation, University of Münster, Institute for Marketing, Germany
- 1985-1989 Doctoral Candidate, University of Münster, Institute for Marketing, Germany
- 1985 Diplom-Kaufmann, University of Münster, Institute for Marketing, Germany

Professional Experience

- since 2013 Professor of Marketing Management, HHL Leipzig Graduate School of Management, Leipzig, SVI-Endowed Chair of Marketing, esp. E-Commerce and Cross-Media Management, Leipzig
- since 2013 Academic Director of HHL Executive
- since 1998 Professor of Marketing Management, HHL Leipzig Graduate School of Management, Leipzig, Chair of Marketing Management, Leipzig
- since 1990 Research and Lecture Visits in the USA, Canada, China, Singapore, Brazil and various European countries

Honors and Awards

- 2005, 2006 and 2007 HHL Best Teacher Award
- 1990 McKinsey Research Price
- 1990 Dissertation Prize of the University of Münster



HHL

LEIPZIG
GRADUATE SCHOOL
OF MANAGEMENT

Memberships and Affiliations

- Member of the supervisory board of the “Unilever Deutschland Holding GmbH”
- Member of the supervisory board of the “GfK Verein Nürnberg”
- Member of the board and honorary director of the “Wissenschaftliche Gesellschaft für Marketing und Unternehmensführung e.V.”
- Member of the board „Akademische Marketinggesellschaft e.V.“
- Member of the MOC-Network of Harvard Business School
- Member of Federation of University Professors in Business Administration (Chairman of the Environmental Management Commission 2002-2004)
- 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 foundation council of the Media Foundation of Sparkasse Leipzig
- 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 “Sasserath Munziger Plus”
- Member of cluster board “Automotive Cluster Ostdeutschland e.V.”
- Member of advisory board “MTP Leipzig”
- Member of advisory board “Leipziger Agenda 21”
- Member of advisory board “Leipzig Tourismus und Marketing GmbH”
- Member of “Akademische Partnerschaft GS1”
- Academic advisor “Konrad-Adenauer-Stiftung“
- Member of the academic board of “B.A.U.M.”
- Several memberships in expert groups and as a reviewer (e.g. DFG, BMBF)

Research Interests

- Sustainable Marketing Management
- Holistic Branding (Employer Branding, Stakeholder Branding)
- E-Commerce
- Cross-Media Management (esp. Live and Digital Communication)