

University Professor Dr. Martin Fassnacht

Director of the Chair of Strategy and Marketing



Professor Dr. Martin Fassnacht

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Chair of Strategy and Marketing

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Research Focus

- Price Management
- Brand Management
- Retail Marketing and Omnichannel Business

Activities and Functions

- Professor and Director of the Chair of Strategy and Marketing, WHU
- Scientific Director of the Center for Market-Oriented Corporate Management (CMM) at WHU
- Chairman of the Advisory Board of the Henkel Center for Consumer Goods (HCCG) at WHU
- Strategic Advisor for B2C and B2B companies

Professional Career

since 2003	Professor and Director of the Chair of Strategy and Marketing, WHU – Otto Beisheim School of Management
2018 – 2024	Academic Director of the WHU Full-Time and Part-Time MBA Programs
2017 – 2020	Four years in a row listed among the 100 most influential economists in Germany in the FAZ – Economist Ranking
2017 - 2018	Board Member for Research/Innovation of the German Marketing Association
2013 – 2014	Chairman of the Marketing Commission of the German Academic Association for Business Research
2010	Winner of the “3. Georg-Bergler-Prize for Marketing” (awarded by journal “absatzwirtschaft”, German Marketing Association and GfK-Nuremberg e.V.)
2003 – 2010	Academic Director of two executive education programs for METRO GROUP at WHU
2007 – 2009	Associate Dean of WHU
2006 – 2009	Academic Director of Marketing and Communications at WHU
2006 – 2007	Academic Director of Master of Science Program at WHU
2001	Habilitation (post-doctoral thesis) at the University of Mannheim
2001 – 2003	Associate Professor of Marketing, University of Paderborn
1999 – 2001	Assistant Professor with Prof. Dr. Dr. h.c. mult. Christian Homburg, University of Mannheim
1996 – 2000	Consultant and Director for Management Education at Prof. Homburg & Partner GmbH on a freelance basis
1999	Visiting Scholar at the McCombs School of Business, University of Texas at Austin, Austin, USA
1996 – 1998	Assistant Professor with Prof. Dr. Dr. h.c. mult. Christian Homburg, WHU – Otto Beisheim School of Management
1990 – 1995	Research Assistant and Ph.D. student with Prof. Dr. Dr. h.c. mult. Hermann Simon, University of Mainz, Conferral of doctorate (Dr. rer. pol.)
1992 – 1993	Visiting Scholar at the Owen Graduate School of Management, Vanderbilt University, Nashville, Tennessee, USA
1985 – 1990	Business Administration studies at the University of Mannheim, (Dipl.-Kfm.)