

## **Curriculum Vitae**



**Prof. Dr. Ralf T. Kreutzer**

Address: Germany, Alter Heeresweg 36, 53639 Königswinter  
Date of birth: May, 9<sup>th</sup> 1958  
Marital status: Married  
Nationality: German

### **Studies - Doctorate**

10/1978 - 5/1983 Business management studies at the University of Mannheim, Germany, degree: Diplom-Kaufmann, focus: marketing, management, psychology

6/1983 - 3/1989 Dr. rer. pol. at the University of Mannheim, Germany  
Doctoral thesis: "Global Marketing – Concept of an International Marketing“

### **Practical Training and Experience**

1980 - 1983 Assistant to the Chair of Marketing and Management of Prof. Dr. H. Raffée, University of Mannheim, Germany

1983 - 1989 Scientific employee for the Chair of Marketing and Management of Prof. Dr. H. Raffée, University of Mannheim, Germany

Marketing and management consultant at the Institute of Marketing, University of Mannheim, Germany

1985 - 1988 Assistant professor at the National Academy (Berufsakademie), Mannheim, Germany

1987 - 1988 Assistant professor at the University of Applied Sciences for Print (Fachhochschule für Druck), Stuttgart, Germany

1989 - 1995 AZ Direct Marketing Bertelsmann GmbH, Gütersloh, Germany

- Project manager database marketing
- Head of database marketing
- International director
- Prokura (procurement)

1995 - 1998 Managing director of Kunden Club GmbH of Volkswagen AG, Braunschweig, Germany

1999 – 2004	<p>Managing director of Deutsche Post Direkt GmbH, Bonn, Germany, a subsidiary of Deutsche Post World Net Global service industry, with focus on</p> <ul style="list-style-type: none"> <li>- Direct marketing</li> <li>- CRM</li> <li>- Customer retention programs</li> <li>- Customer profil analysis</li> <li>- National and international consulting</li> </ul>
since 2005	<p>Professor of Marketing, Berlin School of Economics and Law, Berlin, Germany</p> <p>Focus (most lectures are given in English):</p> <ul style="list-style-type: none"> <li>- Marketing</li> <li>- International Marketing</li> <li>- Dialogue Marketing/CRM</li> <li>- Online Marketing</li> <li>- Digital Branding</li> <li>- Digital Business</li> <li>- Strategic Marketing and Controlling</li> </ul> <p>Trainer, Coach, Management and Marketing Consultant, Bonn, Germany</p>

## **Presentations - Publications**

- More than 200 keynote speeches in Germany and abroad (e.g. Switzerland, Austria, France, Belgium, India, Singapore, Japan, Russia, USA) concerning international marketing, strategic marketing, direct marketing, database marketing, online marketing, club marketing, corporate identity, couponing, customer relationship management, multimedia, digital Darwinism, change management, digital transformation, digital branding.
- More than 200 publications in Germany and abroad (latest book publications: „Praxisorientiertes Online-Marketing“, 2<sup>nd</sup> Edition (2014) “Digital Darwinism“ (2015, together with K.-H. Land), „Kundenbeziehungsmanagement“ (2016), „Digital Business Leadership“ (2017, together with T. Neugebauer/A. Pattloch), „Online-Marketing - kompakt“ (2016), „Praxisorientiertes Marketing“, 5<sup>th</sup> Edition (2017).

## **Awards**

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| 1978 | School award for outstanding results, Wirtschaftsgymnasium (Business High School), Rastatt  |
| 1989 | Award for the doctoral thesis of the foundation Promarketing, University of Mannheim        |
| 1989 | Theodor-Arns-Preis of the International Business School, Lippstadt, for the doctoral thesis |

## **Languages**

English	Fluent
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Prof. Dr. Ralf T. Kreutzer

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