

Curriculum Vitae

Prof. Dr. Ralf T. Kreutzer

Ralf T. Kreutzer studied business administration at the University of Mannheim, Germany, where he wrote his doctoral thesis about "Global Marketing". He started his career at Bertelsmann, Gütersloh, where he became an international director. For several years Mr. Kreutzer was the managing director of a subsidiary of Volkswagen, Wolfsburg. Then he started to work as managing director of a subsidiary of the Deutsche Post, Bonn. In 2005 he started to work as a professor of marketing at Berlin School of Economics and Law. He is also active as trainer, coach, consultant and key note speaker at national and international events. He has published more than 30 books and more than 200 articles about marketing and management topics.

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