

DANIEL WENTZEL

(born February 2nd 1978, German)

Curriculum Vitae

Office and Mailing Address

Chair of Marketing
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ACADEMIC AND PROFESSIONAL EXPERIENCE

- | | |
|-------------------|--|
| 03/2011 – present | <i>School of Business and Economics, RWTH Aachen University, Germany</i>
Full Professor of Marketing |
| 04/2011 – 03/2015 | <i>School of Business and Economics, RWTH Aachen University, Germany</i>
Associate Dean |
| 08/2008 – 02/2011 | <i>Center for Customer Insight, University of St. Gallen, Switzerland</i>
Project Leader and Senior Research Fellow |
| 10/2004 - 12/2007 | <i>Institute of Marketing and Retailing, University of St. Gallen, Switzerland</i>
Research Assistant and PhD Candidate |

ACADEMIC EDUCATION

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|-------------------|---|
| 07/2011 | <i>Harvard Business School, USA</i>
Global colloquium on participant-centered learning |
| 10/2004 - 09/2008 | <i>University of St. Gallen, Switzerland</i>
PhD in business administration (completed: 09/2008)
Title of dissertation: "The Impact of Employee Behavior on Brand Impressions: Theoretical and Experimental Analyses" |
| 01/2008 - 07/2008 | <i>Stern School of Business, New York University, USA</i>
Visiting PhD Scholar |
| 03/1999 - 02/2001 | <i>University of Auckland, New Zealand</i>
Master of Commerce (Honors) |

- 10/1996 - 02/2004 *University of Cologne, Germany*
Diplom-Kaufmann
- 10/1990 - 11/1995 *Goethe-Schule, Buenos Aires, Argentina*
Abitur

RESEARCH INTERESTS

- Product and information systems design
- Service marketing and internal marketing
- Marketing of innovations
- Branding and brand management

ACADEMIC HONORS AND AWARDS

- 04/2010 *University of St. Gallen*
1st prize Junior Scientist Award (Innovation Research)
- 01/2008 - 07/2008 *Swiss National Fund (SNF)*
Full grant for studying at the New York University, USA
- 01/2008 Honorable Mention II at the Dissertation Competition of the *Services SIG of the American Marketing Association*
- 03/1999 - 12/1999 *German Academic Exchange Service (DAAD)*
Full grant for studying at the University of Auckland, New Zealand

RESEARCH GRANTS

- 08/2014 – 10/2016 *German Research Foundation (DFG)*
Project: Product Complexity in B2B Markets (jointly with Günther Schuh)
- 07/2014 – 01/2017 *German Research Foundation (DFG)*
Project: Consumer Perceptions of Innovations (jointly with Gerald Häubl)
- 04/2013 – 04/2015 *Federal Ministry of Economics and Technology (BMWi)*
Project: EXIST IV (jointly with Malte Brettel and Frank Piller)
- 05/2012 – 04/2014 *Swiss National Fund (SNF)*
Project: Employee Referral Programs (jointly with Torsten Tomczak)
- 11/2011 – 11/2012 *RWTH Aachen University/Interdisciplinary Management Practice (IMP)*
Project: User-Friendly Programming for Better Advertising Effectiveness (jointly with Malte Brettel)

REVIEWER ACTIVITIES

Journals: Ad-hoc reviewer for *Die Betriebswirtschaft*, *Journal of Advertising*, *Journal of Occupational and Organizational Psychology*, *Journal of Service Research*, *Psychology & Marketing*, *Review of Managerial Science*, *Zeitschrift für betriebswirtschaftliche Forschung*, *Zeitschrift für Betriebswirtschaft*

Funding Agencies: Ad-hoc reviewer for the *German Academic Exchange Service* (DAAD) and the *Swiss National Fund* (SNF)

SERVICE & PROFESSIONAL AFFILIATIONS

RWTH Aachen University: Associate Dean of the *School of Business and Economics*, elected member of the strategy board of the *School of Business and Economics*, elected member of the AACSB accreditation group

Professional Memberships: Member of the *Association for Consumer Research* (ACR), the *European Marketing Academy* (EMAC), the *American Marketing Association* (AMA), and the *Academy of Marketing Science* (AMS)

INVITED PRESENTATIONS

Goethe University Frankfurt, Germany (2013); University of Lausanne, Switzerland (2012); Maastricht University, Netherlands (2012); University of Mannheim, Germany (2011); Technical University Darmstadt, Germany (2009), WHU Otto Beisheim School of Management, Germany (2009); Ohio State University (2007)

TEACHING EXPERIENCE (Selection)

Bachelor:	Principles of Marketing (RWTH Aachen), Service Marketing (RWTH Aachen), Developing Advertising Campaigns (RWTH Aachen)
Master:	Consumer Behavior (RWTH Aachen), Marketing Management (RWTH Aachen), Corporate Social Responsibility (RWTH Aachen), Corporate Brand Management (University of St. Gallen)
Doctoral:	Foundations of Experimental Design (University of St. Gallen)