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Werner Reinartz is a Professor of Marketing at the University of Cologne, Germany. Furthermore, he is the director of Center for Research in Retailing (IFH), one of the largest applied research centers in the Faculty of Management and Economics. Furthermore, he is the speaker of the research initiative "Digital Transformation and Value Creation" at the Professor Reinartz holds a Ph.D. in Marketing from the University of Houston (1999).

His research interest and expertise focuses on the subjects of marketing strategy, retailing, customer management, digital transformation and channel management. In particular, he is interested in the questions of how firms can compete successfully in mature markets, marketing mix efficiency and effectiveness, and the successful management of lasting, profitable customer relationships. In terms of research productivity, he has been ranked among the top 2.5% of scholars in the world and he has been ranked as the #1 scholar outside the US in citations in the top marketing journals from 2003-2012.

His research work has been recognized with major academic awards, such as the AMA Doctoral Dissertation Competition, the Don Lehmann Award for the Best Dissertation-Based Research Paper, twice the MSI/Paul Root Award, finalist for the O'Dell Award, and the Sheth Foundation/Journal of Marketing Award for long-term contribution to the marketing discipline. He has published extensively in the top journals of the field. In addition, his research was presented in five different feature articles in *Harvard Business Review*. He is currently the co-editor of the *International Journal of Research in Marketing (IJRM)* and has been a longstanding member on the editorial boards for many top journals.

Professor Reinartz has worked with a large number of international companies such as for example IBM (Germany), Allianz (Germany), the Cora Group (France), GfK (Germany), ABN AMRO (Netherlands), METRO (Germany), Henkel (Germany), AKBANK (Turkey), Comdirect Bank (Germany), CGG (France), The Nielsen Company (Germany) and ThyssenKrupp (Germany). In addition, he has conducted extensively executive training programs for many Fortune500 and EuroStoxx50 companies. Prior to his academic career he has worked in international wholesale distribution and sales.