



Name: Prof. Dr. Marcus Meyer

Born: October 19th, 1966

Nationality: German

Teaching Focus: International Management (emphases: Internationalization, Market Entry and Competition Strategies), International Marketing, Intercultural Management

New Media Marketing (emphasis: e-Business, Social Media- and Mobile Marketing)

Professional Education:

- 1988 – 1996: Apprenticeship with Kreissparkasse Limburg a.d. Lahn (Saving Bank), Diploma as "Bankkaufmann".
- 1990 – 1996: Diploma in Business Administration ("Diplom-Kaufmann") at the University of Erlangen-Nuremberg, Germany.
- 1993 – 1994: Diploma in Economics and Strategic Management at the University of Seville, Spain.
- 1998 – 2000: Ph.D. in Business Administration (Field: Emerging markets: Market Entry Strategies for SMEs) at the University of Erlangen-Nuremberg, Germany.

Professional Experience:

- 1986-1988: Apprenticeship with Kreissparkasse Limburg a.d. Lahn (Saving Bank), Diploma as Certified Banking Specialist ("Bankkaufmann")
- 1994-1995: Project on behalf of the KfW (German Development Bank), Frankfurt am Main: Market structure analysis of Cuba, Havana
- 1996-1998: Project Manager Western Europe at the State Development Cooperation of Thüringen, Erfurt
 - Analysis of the international FDI-market
 - Development and implementation of inward investment promotion tools
 - Acquisition of foreign direct investment and development of market entry strategies (incl. market research and strategy development) for potential investors, like e.g. La Redoute (France), Hewlett Packard (USA) and Philips (Netherlands).

- 1998-2000: Project Manager Consulting at PM & Partner Marketing Consulting, Frankfurt am Main, Stockholm, Zurich

Consulting projects:

- Direct marketing (in search of foreign direct investors) in Western Europe, carried out on behalf of the *Estonian Investment Agency*
- Development of an Marketing Platform, prepared for *Regio Stuttgart*
- Business development consulting (introduction of a cluster-based marketing), prepared for *Baden-Württemberg Agency of International Economic Cooperation (GWZ)*
- International customer satisfaction study, prepared for *Baden-Württemberg Agency of International Economic Cooperation (GWZ)*
- Market research and development of an international market entry strategy, prepared for *Envox* (CTI-solution provider)
- Market research and development of an international market entry strategy, prepared for an leading provider of CCTV-solutions (non-disclosure agreement)

- 2000-2003: Senior Consultant (Competence Centre “Strategy and Marketing”) at DETECON International (Consulting-subsidiary of *Deutsche Telekom Group*), Bonn

Consulting projects:

- Development of an internationalization strategy, prepared for the network services department of *Deutsche Telekom* (German incumbent)
- Board Member (Marketing), Planning and setting up of marketing and sales structure for *COTEL*, local incumbent of the city of La Paz, Bolivia
- Development of an M&A and/or cooperation approach on international level, incl. selection and scanning of suitable companies, on behalf of *Deutsche Telekom*
- Feasibility study “Data-/IP-Services Cooperation” of two leading global carrier (non-disclosure agreement)
- Development of a global IP market strategy, prepared for *T-Systems (Deutsche Telekom Group)*
- Development of a TIMES-based regional development strategy in the sectors automotive industry, chemical industry, media, prepared for the *Deutsche Telekom* and the *State of Hesse*
- Development of a TIMES-based regional development strategy in the sectors agriculture, tourism, healthcare and science, prepared for the *Ministry of Economics of the State of Schleswig - Holstein*

- Development and establishment of a center of excellence “mobile communications” (in-house project), prepared for *Detecon International*
- Development of international market entry strategies in Spain and Brazil (in-house project), prepared for *Detecon International*

- 2003-2004: Managing Consultant, Director and Board Member at DETECON Spain S.A., Madrid (Spanish subsidiary of Detecon International)
 - Planning, Development and Implementation of a Spanish subsidiary of Detecon International, on behalf of *Detecon International*
 - Consulting in financial planning of the development of a trunking network, prepared for a consortium, build by *Motorola Europe, PT, Caja Madrid* et al.

- 2004-date: Professor for International and Media Management at the Reinhold Würth University at the University of Heilbronn, Künzelsau

Consulting projects (outside the university, among others):

- Seminar “International Management & Marketing”, prepared for Top-Management of *Ziehl-Abegg*, York (United Kingdom).
- Development of international market development strategy in Spain, prepared for *Videor Technical*, Rödermark.
- *Seminar “Cross Cultural Competence”*, on behalf of *Ziehl-Abegg*, Künzelsau.
- Seminar “Cross Cultural Competence”, on behalf of *Schunk*, Lauffen am Neckar.
- Multiple seminars “Intercultural Competence”, on behalf of *aim (Akademie für Information und Management Heilbronn-FrankengGmbH)*, Heilbronn.
- Various seminars „Economics“ and „Economic Policy”, on behalf of *bbw (Bildungswerk der Bayerischen Wirtschaft e.V.)*, Munich.

Consulting projects (within the university, among others):

- “Target Marketing Development” for *ebay Advertising*, Berlin.
- “Business Development with Google+” for *LG*, Dusseldorf.
- “Social Media Marketing” for *Electronic Arts*, Cologne.
- “Mobile Internet Marketing” for *1&1*, Karlsruhe.

- "Process- and App-Development" for *drive now (BMW/Sixt)*, Munich.
- "Customer Decision Journey Analysis" for *Hewlett-Packard*, Munich.
- "e-Commerce Development" for *Sony Music*, Munich.

Publications / Papers:

- 2014 Link, Joachim / Meyer, Marcus: Perception and acceptance of international and cross-media advertising campaigns. Künzelsau 2014.
- 2010 Meyer, Marcus / Budak, Yasan et al: Marketing and brand communication in social media – opportunities, boundaries and options with blogs, forums & co. Stuttgart 2010.
- 2010 Kiel, Hermann-Josef / Meyer, Marcus: Evaluation of sponsorship effectiveness by social media analysis. In: Sponsoring Yearbook 2011. Hamburg 2010.
- 2006: Meyer, Marcus / Pohl, Christian: VoIP - Demand and utilization parameter in the residential market. Künzelsau 2006.
- 2006: Meyer, Marcus / Pohl Christian: Internet = Internationality? Published online by *RWH* (www.medienmanagement-kuenzelsau.de). Künzelsau 2006.
- 2003: Meyer, Marcus / van de Garde, Joyce: Internationalization of the Incumbents – Lessons Learned? In: *Detecon Studies* 2003. Bonn 2003.
- 2002: Meyer, Marcus / Wilhelm, Stefan: Business Development in the Age of ICT – Options for Developing and Newly Industrialized Countries. In: *Detecon Studies* 2002. Bonn 2002.
- 2002: Meyer, Marcus / Wilhelm, Stefan: m-Business Strategy – The productivity effects of mobile applications. In: *Detecon Studies* 2002. Bonn 2002.
- 2001: Richter, Jürgen / Pritschet, Markus / Meyer, Marcus: High Tech Areas – a panacea for a successful regional development? In: *Detecon Studies* 2001. Bonn 2001.
- 2001: Meyer, Marcus: Período Especial and Foreign Direct Investment in Cuba (FDI in Emerging Markets), in: Fischer, Thomas (ed.): *Foreign enterprises and local elites*. Frankfurt am Main 2001.
- 2000: Meyer, Marcus: *Emerging markets: Market Entry Strategies for SMEs – The Latin American Case*. Cologne 2000.