

Short resume Prof. Dr. Mart Verhoog

RESEARCH INTERESTS

- Marketing and Consumer Behavior, Sustainability, Sustainability Marketing
- Energy transitions, Energy Efficiency
- Marketing and Sales Automation, Data Science/AI, Predictive Analysis
- Social Network Analysis (SNA), Agent-based Modeling (ABM)

ACADEMIC CAREER AND PROFESSIONAL BACKGROUND

Since 2020	Advisory Board Activities for Brinkmann Pumps, Werdohl
Since 2019	Professor of Marketing Management at IU Campus Studies, Bad Honnef
2015 – 2018	Head of Research Center for Local Energy Management (FKE), Leipzig University
2011 – 2015	Research Associate at Institute of Infrastructure and Resource Management (IIRM), Leipzig University
2006 – 2010	Head of Marketing/Member of the Board at URSA Deutschland GmbH, Leipzig
2003 – 2006	Product Manager at Knauf Insulation S.A. in Visé, Belgium
1999 – 2003	Product Manager at Lafarge Gips GmbH in Oberursel
1994 – 1999	Independent Marketing Researcher and Marketing Consultant , Netherlands

ACADEMIC EDUCATION

2017	PhD degree (Dr. rer. oec.) at Chair of Marketing Management and Sustainability at HHL Leipzig Graduate School of Management (Prof. Dr. Manfred Kirchgeorg)
2009	MBA General Management at HHL Leipzig Graduate School of Management
2006/2007	Executive Education at IE Instituto de Empresa, Madrid
1994	BEC Marketing Management , Hogeschool Haarlem, Netherlands