

Profile

since 2025	Rector, Technical University Bergakademie Freiberg
2022-2023	Interim President, Bauhaus-Universität Weimar
2014-2022	Vice-Rector, Bauhaus-Universität Weimar
2010-2025	Professor of Marketing and Media, Bauhaus-Universität Weimar
2008-2010	Interim Professor of International Management, University of the Bundeswehr Munich
2007-2008	Lecturer in International Marketing & Entrepreneurial Marketing, University of Liechtenstein
2007-2010	Professor of Marketing Management, Steinbeis University Berlin, School of International Business and Entrepreneurship
2004-2005	Interim Professor of Marketing, University of Kassel
2000-2008	Lecturer in the Executive MBA program Business Integration, Julius-Maximilian-Universität Würzburg
2004	Habilitation, venia legendi for business administration
1998	Doctorate, Dr. rer. pol., Julius-Maximilian-Universität Würzburg
1995-2004	Research Assistant, Julius-Maximilians-Universität Würzburg
1990-1994	Studies of economics and business administration, Julius-Maximilian-Universität Würzburg

Mandates and memberships

- Board Member of Trustees of the Technical University Bergakademie Freiberg Foundation
- Board Member of Directors of the Dr. Erich-Krüger-Stiftung
- Board member of the "Freunde und Förderer der TU Bergakademie Freiberg" association
- Board Member of Trustees of the Sparkassen-Stiftung
- Board Member of Trustees of the Saxonia-Stiftung

- Board Member of Trustees of the Heinisch-Stiftung
- Supervisory Board Member of Mitteldeutscher Rundfunk
- Advisory Board Member on the Future of Teaching, Goethe University Frankfurt
- Advisory Board Member of the German-Mongolian Institute for Resources and Technology
- Board Member of the German-American Institute Saxony e.V.