

## DANIEL WENTZEL

(born February 2<sup>nd</sup> 1978, German)

### *Curriculum Vitae*

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#### **Office and Mailing Address**

Chair of Marketing  
RWTH Aachen University  
Kackertstr. 7  
52072 Aachen, Germany

#### **Contact Information**

Telephone: +49 (0)241 80 96159  
Fax: +49 (0)241 80 92281  
Email: wentzel@time.rwth-aachen.de  
Web: www.time.rwth-aachen.de/mar

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#### **ACADEMIC AND PROFESSIONAL EXPERIENCE**

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- 03/2011 – present     *School of Business and Economics, RWTH Aachen University, Germany*  
Full Professor of Marketing
- 09/2015 – 11/2015     *IESE Business School, University of Navarra, Spain*  
Visiting Professor
- 04/2011 – 03/2015     *School of Business and Economics, RWTH Aachen University, Germany*  
Associate Dean
- 08/2008 – 02/2011     *Center for Customer Insight, University of St. Gallen, Switzerland*  
Project Leader and Senior Research Fellow
- 10/2004 - 12/2007     *Institute of Marketing and Retailing, University of St. Gallen, Switzerland*  
Research Assistant and PhD Candidate

#### **ACADEMIC EDUCATION**

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- 07/2011                 *Harvard Business School, USA*  
Global colloquium on participant-centred learning
- 10/2004 - 09/2008     *University of St. Gallen, Switzerland*  
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     *Stern School of Business, New York University, USA*  
Visiting PhD Scholar

03/1999 - 02/2001	<i>University of Auckland, New Zealand</i> Master of Commerce (First Class Honours)
10/1996 - 02/2004	<i>University of Cologne, Germany</i> Diplom-Kaufmann
10/1990 - 11/1995	<i>Goethe-Schule, Buenos Aires, Argentina</i> Abitur

## RESEARCH INTERESTS

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

## ACADEMIC HONORS AND AWARDS (Selection)

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11/2018	<i>School of Business and Economics, RWTH Aachen University</i> Award for teaching excellence (Only one award is bestowed per year across the entire School)
2/2018	<i>American Marketing Association, Winter Educators Conference</i> Best Paper Award, Consumer Behavior Track
11/2015	<i>School of Business and Economics, RWTH Aachen University</i> Award for teaching excellence (Only one award is bestowed per year across the entire School)
04/2010	<i>University of St. Gallen</i> 1 <sup>st</sup> prize Junior Scientist Award (Innovation Research)
01/2008 - 07/2008	<i>Swiss National Fund (SNF)</i> Full grant for studying at the New York University, USA
01/2008	Honorable Mention II at the Dissertation Competition of the <i>Services SIG of the American Marketing Association</i>
03/1999 - 12/1999	<i>German Academic Exchange Service (DAAD)</i> Full grant for studying at the University of Auckland, New Zealand

## RESEARCH GRANTS AND INDUSTRY COLLABORATIONS (Selection)

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- 05/2020-4/2022 *Ford Motor Company*  
Project: Commercial Vehicle of the Future  
(Volume: 310.000 EUR)
- 05/2018 - 04/2020 *German Research Foundation (DFG)*  
Project: Starting Solutions in B2B Configuration Processes  
(jointly with Günther Schuh, own share: 155.000 EUR)
- 03/2017-02/2019 *Ford Motor Company*  
Project: Urban Mobility Project  
(Volume: 194.000 €)
- 12/2015 – 12/2017 *AiF/Federal Ministry of Economic Affairs and Energy*  
Project: Servitization and Transformation Strategies for SME  
(jointly with Günther Schuh, own share: 152.000 EUR)
- 04/2016 – 10/2016 *Ford Motor Company*  
Project: Urban Mobility Project  
(Volume: 76.000 EUR)
- 10/2014 – 10/2016 *German Research Foundation (DFG)*  
Project: Product Complexity in B2B Markets  
(jointly with Günther Schuh, own share: 178.000 EUR)
- 10/2014 – 04/2017 *German Research Foundation (DFG)*  
Project: Consumer Perceptions of Innovations  
(jointly with Gerald Häubl, own share: 135.000 EUR)
- 04/2013 – 04/2015 *Federal Ministry of Economics and Technology (BMWi)*  
Project: EXIST IV  
(jointly with Malte Brettel and Frank Piller, own share: 60.000 EUR)
- 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

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Journals: Ad-hoc reviewer for *European Journal of Marketing*, *Journal of Advertising*, *Journal of Business Research*, *Journal of Occupational and Organizational Psychology*, *Journal of Product Innovation Management*, *Journal of Service Research*, *PLOS ONE*, *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**

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RWTH Aachen University: Head of the examination committee Bachelor Business Administration, elected member of the teaching and student council, Associate Dean of the *School of Business and Economics* (2011-2015).

PhD supervision (as main supervisor): Martin Dahm (2011-2015), Kathrin Schaffrath (2011-2015), Marcel Grein (2012-2016), Nora Nägele (2011-2018), Aras Erkin (2013-2018), Annika Wiecek (2014-2018), Stefan Rose (2015-2019), Olga Tereschenko (2016-2020), Stefan Raff (2016-2019).

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

## **INVITED PRESENTATIONS (Selection)**

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IESE Business School, Spain (2015); 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)**

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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)
Executive:	Marketing Management (RWTH Aachen Business School), Marketing 4.0 (RWTH Aachen Business School), in-house workshops for companies such as Deutsche Post DHL, Haribo, and T-Systems