

# CURRICULUM VITAE

Last updated 10 2021

## Waldemar A. Pfoertsch

Professor Emeritus International Business

Address Schoettlestrasse 2  
70597 Stuttgart, Germany

**Phone:**  
Germany +49 - 171-536 8998  
Private e-mail waldemar@pfoertsch.com



## Professional Experience

- Since 2021 Senior Marketing Professor  
Cyprus International Institute for Management  
Nicosia, Cyprus
- Since 2021 Marketing Professor  
EPOKA University  
Tirana, Albania
- Since 2019 Lecturer for International Marketing,  
TUM Technische Universität München  
Campus Heilbronn
- Since 2014 Lecturer for Business Marketing,  
Digital Marketing Transformation  
Mannheim Business School  
Mannheim, Germany
- Since 2013 Visiting Professor for Business Marketing  
Tongji - SME (School of Economics and Management)  
Shanghai, China
- 2010 - 2011 Research fellow CEIBS

China Europe International Business School  
Shanghai, China

- 2007 - 2010 Associate Professor for Business Marketing  
CEIBS  
China Europe International Business School  
Shanghai, China
- 2006 - 2007 Visiting Professor Business Marketing  
Ed Kaplan Entrepreneurial Studies Program  
IIT (Illinois Institute of Technology), Chicago, USA
- 2000 -2020 Professor International Business  
Pforzheim University of Applied Science  
Pforzheim Business School, Germany
- 1998 - 2000 Professor of International Marketing  
University of Cooperative Education  
Villingen-Schwenningen, Germany
- 1995 – 1997 Partner LEK Partnership, London  
Managing Director Germany  
LEK Consulting, Munich, Germany
- 1991 - 1995 Partner Arthur Andersen & Co. Management Consultants  
Stuttgart, Germany
- 1990 - 1991 Visiting Associate Professor of International Management  
J.L. Kellogg Graduate School of Management  
Northwestern University, Evanston. IL. USA
- 1989 - 1991 Lecturer for Strategic Management  
Lake Forest Graduate School of Management  
Lake Forest, IL. USA
- 1989 - 1991 Managing Director  
UBM Consulting Group Chicago, IL.USA
- 1986 - 1989 Senior Analyst

SIEMENS Corporation  
Corporate Development, Energy and Automation,  
Atlanta, Ga. USA

1984 - 1985 Analyst  
SIEMENS Corporation  
Strategy Planning in Energy and Automation, Erlangen, Germany

1983 - 1984 Financial Controller, Sales Representative  
SIEMENS Corporation  
Automation Systems, Erlangen, Germany

1981 - 1982 Economic Advisor  
UNIDO (United Nations Industrial Development Organization)  
Country Planning and Development  
Freetown, Sierra Leone

1978 - 1980 Research Assistant in Technology Transfer  
Technical University of Berlin  
Germany

**Education:** Dr. rer. pol. (magna cum laude)  
Equivalent to Ph.D. in Business Administration  
Free University of Berlin

Diplom – Kaufmann Equivalent to Master in Management  
Free University of Berlin  
Diplom – Volkswirt Equivalent to MA in Economics  
Free University of Berlin

**Personal:** Fluent in German and English  
Excellent knowledge of the European, Chinese and US business  
and social environment  
Adapted to global cultural and social environment

## Teaching Experience – Current courses

MBA & EMBA	Strategic Marketing
MBA & EMBA	Digital Business Transformation and Marketing
MBA & EMBA	International Marketing
MBA & EMBA	Industrial Marketing
MBA & EMBA	B2B Marketing Management
MBA & EMBA	B2B Brand Management
MBA & EMBA	Ingredient Branding
MBA & EMBA	International Management
MBA & EMBA	Marketing
MBA & Master	H2H Marketing
MBA & Master	Global Strategy
MBA & Master	Strategic Planning
MBA & Master	E-Commerce and e-Marketing
MBA & Master	Japanese Business Cases
MBA & Master	Chinese Business Cases
MBA & Master	Cluster Based Economic Development
MBA & Master	Business Leadership
MBA & Master	Social Marketing
Bachelor	Introduction to International Business
Bachelor	Global Marketing
Bachelor	Regional Studies
Bachelor	Projects Case Studies
Bachelor	Doing Business in Europe
Bachelor	Independent Studies

## **Functions**

Chairman of the Board FayTech AG, Witzenhausen

Editorial Board of the **World Journal of Marketing Management**

Board Member Foundation **for Foundation of international educational exchange, Germany** (Stiftung Förderung internationaler Bildungs-Austausch Schwäbisch Gmünd, FIBAGD)

Scientific Advisor **Institute for Social Marketing Stuttgart, Germany**

Marketing Advisory Board Member of **BT Global Services, London, GB**

Innovation Board Member of **Kendrion, NV, Amsterdam, NL**

Advisory Board Member of **AVANCE** Agentur für digitales Vertriebsmarketing, **Stuttgart, Germany**

Advisory Board Member of **SECOND INTEREST AG, Berlin, Germany**

Academic Liaison Board **CMO Council**, Palo Alto, CA, USA

Advisory Council of **World Brand Congress**

Judging Member of the **Association for Industrial Research Cologne, Germany**

## **Research Award**

Allied Academies Distinguished Research Award, April 13, 2007

PraxisPreis Pforzheim Business School, June 22, 2016

**Relevant Publications:** See literature list