

Statement for the position of VP Conferences

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My EMAC Experience (50 words)

In 2017 I co-organized the EMAC Annual Conference (Groningen). I have been EMAC member since 2004, yearly attending the annual conference as a presenter and special session organizer. I enjoyed contributing to the Doctoral Colloquium as faculty and track chair. Within EMAC's executive committee, I represented the Netherlands during 2019-2023.

My professional background – a short C.V.

As a full professor in the Department of Marketing, I enjoy teaching and conducting research for the University of Groningen. I hold a PhD in Econometrics from the same university. I was employed by the University of Amsterdam before returning to my alma mater. I am research director of the Customer Insights Center, which is our linking pin to practice.

My research focuses on Data Science, Digital Platforms, and privacy. I co-authored several books, including "Modeling Markets", "Creating Value with Data Analytics in Marketing" and publish frequently in the marketing top journals. I serve on multiple editorial boards, including IJRM.

My Policy Statement (300 words)

EMAC's annual conference is Europe's most important event for international marketing scholars to meet and interact. It provides a vibrant environment where academics and practitioners present their research and receive constructive feedback to help them further improve their work. It is the yearly opportunity to receive inspiration from colleagues and develop new ideas on a broad range of marketing topics and approaches. It is also an occasion where old friends meet and new acquaintances are made while enjoying each other's company at receptions and dinners where local food of a wonderful European city is served.

Regional conferences are complementary to this event and provide an important stimulus for academic interactions on growing markets, and issues that require a regional perspective.

The Doctoral Colloquium is another key-stone EMAC event, where PhD students present their work to each other and to internationally renowned senior faculty. They receive top-notch feedback against the background of the academic rigor that top marketing journals require, yet this takes place in a friendly and constructive atmosphere. For developing scholars, this provides a unique opportunity to expose their work to others and to build their academic network. New collaborations and long-lasting friendships are formed among the participants of the colloquium.

I believe that the success of these EMAC activities is due to the unique balance between maintaining a high academic standard and stimulating social interaction among participants. I am eager to contribute to the quality of these events on both dimensions, building on my experience when we hosted EMAC Annual Conference and Doctoral Colloquium in Groningen.

I consider organizing high-quality academic gatherings an important instrument for building a strong European marketing community. I therefore aim to encourage addressing a broad range of temporary marketing topics and stimulating attendance (be it online or physical) from all regions within Europe.