

Statement for the position of VP Publications

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Your EMAC Experience

I took part in the EMAC conferences 2022 in Budapest, 2023 in Odense and 2025 in Madrid as a presenter of an accepted paper. I found the exchange with the many marketing experts extremely enriching. I particularly noticed the excellent organization of the three events. This unique meeting of the scientific marketing community is inspiring. In addition to the paper presentations, the side events were also very convincing.

Professional Background

Currently, I am an associated researcher at the University of Bayreuth, Germany. In the winter term 2022/2023 I was a visiting professor of marketing and media at the Bauhaus University Weimar. From 2017 to 2024, I worked as a professor of marketing and event management at the Media University Berlin. From 2020 to 2021, I represented the professorship of business administration, especially sponsorship and event management, at the Ostfalia University. At the EASM Conferences 2025 in Budapest and 2024 in Paris, my papers were awarded second prizes, at the EASM Conference 2022 in Innsbruck my paper was awarded 3rd prize. In both 2025 and 2022, my submissions were the best European contributions.

My research focuses on brand management, pricing, event marketing, sports management, myth transfer and tourism.

Policy Statement

I am a dedicated researcher and am currently working on my habilitation at the University of Bayreuth.

I have already served as a reviewer for the new publication "EMAC INSIGHTS", as well as for several international marketing journals and conferences. Therefore, I have extensive experience in both producing high-quality publications and reviewing them.

Through my teaching work in the master's degree program in "Media Management" and in the bachelor's degree program in "Media and Event Management" at the Media University Berlin, I am familiar with the connection between events and media. As part of the knowledge transfer, I worked closely with the German TOP 5 event agencies VOK DAMS and FULL MOON.

I was also in charge of developing the mission statement and brand identity "Pure Football." and the membership campaign "I'm going to Lok!" of the football club 1. FC Lokomotive Leipzig, of which I served as deputy chairman of the supervisory board from 2014 to 2020.

I was appointed to the EVENT jury of the FAMAB AWARDS in 2013 and 2014 and the FAMAB New Talent Awards in 2015 and 2017. Since 2022 I have been a juror for corporate events at the ICE

AWARDS GERMANY. This gives me insight into the latest developments and trends in the international event industry.

I would like to contribute my commitment, my ideas and my expertise to EMAC in order to maintain the high level of the conferences and events and to develop new ideas and concepts.

Therefore, I would be very happy to be elected Vice President for Publications.