

Bodo B. Schlegelmilch is Chair of AMBA [Association of MBAs] and BGA [Business Graduates Association] and heads the Institute for International Marketing Management at WU Vienna. He was Founding Dean of the WU Executive Academy and initiated the Vienna Executive MBA, leading it into the Financial Times Top 50 ranking.

Starting at Deutsche Bank and Procter & Gamble, he continued his career at the Universities of Edinburgh and California, Berkeley. Professorships at the University of Wales (British Rail Chair of Marketing) and Thunderbird School of Global Management (Head of Marketing Section) followed. To date, he taught in 32 countries on six continents.

Bodo has received various teaching and research awards, including fellowships from the Academy of International Business, the Academy of Marketing Science and the Chartered Institute of Marketing. The American Marketing Association conferred the Significant Contribution to Global Marketing Award and the Lifetime Achievement Award (Higher Education). The Academy of Marketing Science the Marketer of the Year Award and Thammasat University a Bualuang ASEAN Chair Professorship. Bodo serves on advisory boards of European and Asian universities, and holds guest professorships in China, Fiji, Thailand, UK and USA.

His research spans from international marketing strategy to CSR, and appeared in leading journals, such as *Strategic Management Journal*, *Journal of International Business Studies* and *Journal of the Academy of Marketing Science*. In addition to some 160 journal papers, he published 15 books in English, Mandarin and German.

Bodo served as Editor-in-Chief of the *Journal of International Marketing* and on editorial boards of the *Journal of Marketing*, *International Journal of Research in Marketing*, *AMS-Review* and other top journals.

Initially educated in Germany, he obtained two doctorates (in International Marketing Strategy and CSR) from the University of Manchester and an honorary Ph.D. from Thammasat University (Thailand).