

Bodo B. Schlegelmilch is Chair of the global accreditation organization AMBA [Association of MBAs] and heads the Institute for International Marketing Management at WU Vienna. For more than 10 years, he served as founding Dean of the WU Executive Academy. He also founded the Vienna Executive MBA, a cooperation with the University of Minnesota, and led the program into the Financial Times Top 50 Global Executive MBAs.

Starting at Deutsche Bank and Procter & Gamble, he continued his career at the University of Edinburgh and the University of California, Berkeley. Tenured Professorships at the University of Wales, UK (British Rail Chair of Marketing) and at Thunderbird School of Global Management, USA (Head of Marketing Section) followed. To date, Bodo taught in more than 30 countries on six continents, mainly in executive programs.

Bodo received numerous Awards and Fellowships for his teaching and research, such as from the Academy of International Business, the Academy of Marketing Science, the American Marketing Association and the Chartered Institute of Marketing. He heads and is member of advisory boards of European (UK, Cyprus, Hungary) and Asian (China, Thailand) universities and business schools.

His research interests span from international marketing strategy to CSR. He published in leading academic journals, such as the *Strategic Management Journal*, *Journal of International Business Studies* and *Journal of the Academy of Marketing Science*. In addition to some 150 journal-papers, he also published more than 10 books in English, Chinese (Mandarin) and German.

Bodo was Editor-in-Chief of the *Journal of International Marketing* and serves/d on the editorial boards of the *Journal of Marketing*, the *International Journal of Research in Marketing*, *AMS-Review* and many other leading academic journals.

Initially educated in Germany, Bodo obtained two doctorates (in International Marketing Strategy and CSR) from the University of Manchester (UK) and an honorary Ph.D. from Thammasat University (Thailand). For additional information, please see [Bodo B. Schlegelmilch \(WU Research\)](#).