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Starting at Deutsche Bank and Procter & Gamble, he continued 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 31 countries on six continents.

Bodo received awards and fellowships from the Academy of International Business, Academy of Marketing Science, American Marketing Association and the Chartered Institute of Marketing. He 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).