

Bodo B. Schlegelmilch is Chair of the Association of MBAs [AMBA] and Business Graduates Association [BGA] 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.

Starting at Deutsche Bank and Procter & Gamble, he continued his career at the University of Edinburgh and the University of California, Berkeley. Professorships at the University of Wales (UK) and at Thunderbird School of Global Management (USA) followed.

Bodo serves on business school advisory boards in Europe and Asia. He taught in over 30 countries on six continents, and 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*. 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 others.

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).