

# Prof Dr habil Dr Klaus Oestreicher

FHEA | FCIM | MCIPR  
Chartered Marketer<sub>CIM</sub>

## Curriculum Vitae

### Academia

Since 02/2017	<b>E.H.E. Europa Hochschule EurAka Switzerland</b> <i>Vice President International</i> (Until October 2018 Chairman of the <i>Senate</i> / <i>Pro Vice-Chancellor</i> ) Responsibility for the University's transnational academic programmes and development of global academic partnerships
02/2015 – 03/2019	<b>International Teaching University of Georgia</b> (formerly Tbilisi Teaching University Gorgasali) <i>Honorary Professor</i>
07/2014 – 01/2015	<b>Sabbatical</b> – Research on corporate strategy
10/2012 – 06/2014	<b>IPE Management School Paris, France</b> <i>Academic Director Transnational Studies, Full Professor</i> Responsibilities: strategic extension of global development and delivery; supervision of academic standards in countries of delivery; chairing exam boards; development of extended value programmes of studies strategically aiming to support the high ranking; ambassador of the School at conferences; relationships with politicians, professional bodies, industry, and global Higher Education institutions; extension and development of international research; staff development.
08/2008 – 09/2012	<b>University of Worcester, United Kingdom</b> <i>Associate Head of the Worcester Business School</i> Responsibilities: School management, leader of the Marketing Subject Group; co-leader of the Research Group on Innovation and Markets; ambassador at national and international meetings; strategic development of academic relationships, and student and lecturer mobility; staff development and annual appraisal.
09/2005 – 01/2009	<b>University of Cooperative Education Thuringia, Germany</b> <i>Module Leader; Dissertation Supervisor (part-time)</i> Lecturing business organisation and project management; dissertation supervision
09/1976 – 09/1981	<b>Academy of Music Wiesbaden, Germany</b> <i>Lecturer</i> (music and musicology) One-to-one lectures in lute and guitar; research in musicology.
12/2013 – 01/2018	<b>Oxford Brookes University</b> <i>External Examiner and External Advisor</i> Responsibility for two Master's and the Double Bachelor Programme with the Ostbayerische University of Applied Sciences, Regensburg, Germany.
02/2011 – 01/2014	<b>Groupe ESG, Paris Graduate School of Management</b> <i>External Examiner and External Advisor in the function of Deputy Dean</i> Responsibility for transnational studies in Africa, Asia, and Europe

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05/2010 – 10/2013	<b>University of Wales</b> <i>External Examiner</i> Responsibility for MBA and BBA studies delivered in Germany.
09/2005 – 05/2016	<b>Visiting Professor</b> <i>Private Hochschule Göttingen, Germany   University of Cooperative Education Thuringia, Germany   University Malaysia Kelantan   Ecole Supérieure de Gestion, France   Guest lectures with Universities in the UK, France, Switzerland, Zambia, and the Netherlands.</i>

## Employment in Industry

2007 - 2011	<b>Management seminars</b> (organised by leading management training providers) <i>for corporate directors and senior managers of multinational and global organisations such as Audi, BMW, Acelor Mittal, Wacker Chemie, British American Tobacco, etc.</i>
09/2005 – 06/2008	<b>Management Consultant</b> <i>Consultancy with major corporations and organisations in Europe and Asia</i> Corporate strategy, development of international distribution and business development, constitution of European headquarter in Spain; strategic change support of the Federal Agency of Labour, Germany.
02/2003 – 08/2005	<b>CDA GMBH</b> <i>(Group) Director Marketing and Business Development</i> Group marketing strategy; constitution of French subsidiary, restructuring of the British subsidiary, Strategy for FDI in Spain; deputing the CEO in all international business; staff and major budget responsibilities.
12/2001 – 01/2003	<b>Deluxe Media (USA)</b> [Rank Organisation, UK] <i>Member of the European Management Board, Senior Head Customer Services</i> Responsible for customer service departments of European factories and customer relations with first-tier Hollywood producers; reporting to the VP in the USA, staff responsibilities in Europe; budget responsibility >€ 100 million.
07/2001 – 11/2001	<b>Sabbatical</b>
04/1988 – 07/2001	<b>Trubach Digital GmbH</b> <i>Senior Director Marketing and Sales, Member of the Management Board</i> Development of global distribution (>40 countries on all continents); management of European subsidiaries; major budget and staff responsibility.
07/1987 – 03/1988	<b>Interpress GmbH &amp; Co.KG</b> <i>Sales Manager, Member of the Management Board</i> Responsibility for European customer relationships and customer care department; coordination of manufacturing; staff responsibility.
10/1984 – 06/1987	<b>PAN VLEUGELS</b> <i>General Manager</i> Responsibilities: Extending the company's national distribution to European and global level; product development and manufacturing; further administrative duties; staff and budget responsibility.
10/1981 – 09/1984	<b>Self-employed</b> <i>Musician: Recitals, disc and radio recordings in Europe</i>

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## Academic Studies

2018	PhD habilitata (Doctor of Science) [summa cum laude] E.H.E. Europa Hochschule EurAka CH, Switzerland
2015	Postgraduate Certificate Project Management [High Distinction] Tbilisi Teaching University Gorgasali, Georgia
2014	Master of Science in Advanced Marketing [Distinction] IPE Management School Paris, France
2012	PhD in Strategy/Innovation [mention très honorable (Summa cum laude)] Université Paris Ouest Nanterre La Défense, France
2006	Master of Arts in Strategic Communication University of Central Lancashire, UK
1986	Certificate [PGDip] in English for Business Purposes [Distinction] International Certificate Conference
1980	Bachelor of Arts in Music Teaching Music Academy Wiesbaden, Germany

## Research

2011	<b>Research Grant by the European Union</b> <i>Research on innovation in technologies for sustainable energy</i>
2009 - 2012	<b>International Conference Marketing Trends of the ESCP Europe Business School, Paris, France, and the Università Cà Foscari, Venice, Italy</b> <i>Member of the Scientific Committee; member of the editorial board of the academic journal</i>
2008 – 2012	<b>Worcester Business School</b> <i>Constitution of the Research Group in Markets and Innovation with Professor Howard Cox</i>
2006 – 2012	<b>CEROS Research Institute, Paris</b> <i>Cross-disciplinary research on organisational obsolescence caused by disruptive innovation</i>
1981	<b>Centre National de la Recherche Scientifique, France</b> <i>Musicology research funded by the French Foreign Ministry</i>

Invited keynote speaker at research and professional conferences in Europe and Asia

## Scholarship

- **Private University of Applied Sciences Göttingen, Germany**  
Authorship of seven distance learning textbooks
- **Various International Publishers**  
Peer-review of new textbooks and new editions of existing textbooks; final clearance before publication; invitation to peer-discussion groups on new textbooks

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## Publications

- Peer-reviewed publications in academic journals in the USA, Europe, and Asia
- International publication of two authored books and chapter contribution to a further book; a third book on theory and science is scheduled for publication in late 2020.
- Accepted research papers by international academic conferences in Europe, USA, Africa, and Asia
- International publications for professional bodies, expert forums, business journals in Europe and Asia
- Research publications in musicology used for teaching by leading universities (1979 – 1984)

## Professional Bodies

- Higher Education Academy, UK, Status: Fellow
- Chartered Institute of Marketing, UK, Status: Chartered Marketer and Fellow, Mentor
- Chartered Institute of Public Relations, UK, Status: Accredited Practitioner and Member (2009 – 2018)
- Institute of Sales and Marketing Management, UK, Status: Fellow (2006-2016)

## Languages

English:	Proficiency in speaking, writing, and for negotiations
French:	Proficiency in speaking, writing, and for negotiations
Spanish:	Good in reading, conversational in speaking
German:	Native language