



Professor Dr. Ove Jensen

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Ove Jensen holds the WHU's Chair of Sales Management and Business-to-Business Marketing. Among the 200 marketing chairs at German research universities, he and his doctoral assistants are among the very few research teams that are fully dedicated to the sales function. Their work brings a process management perspective to sales force leadership and a finance perspective to price negotiations.

Academic Work

Ove studied business administration at the WHU, at Emory University in Atlanta and at EDHEC in Nice, France. He served as an Assistant Professor of Marketing on the faculty of Mannheim University, Germany. Supervisor of his Ph.D. and habilitation theses was Professor Christian Homburg. In 2007, Ove was the first WHU alumnus to return as a faculty member.

His research was published in the Journal of Marketing and the Journal of the Academy of Marketing Science. He is a member of the editorial board of the Journal of Business-to-Business Marketing and the Journal of Personal Selling & Sales Management. He serves as an ad-hoc reviewer for such journals as the Journal of Marketing and the Journal of International Business Studies. His research has won several awards, including the Jagdish N. Sheth Award for the Best Paper of the Year in the Journal of the Academy of Marketing Science. Ove has also received three best teacher awards in WHU's Bachelor of Science and MBA program.

Corporate Connections

The chair's team cooperates closely with companies. The doctoral assistants work on company cases in their dissertation theses. Ove hosts the WHU - Campus for Sales, a platform for exchange between sales executives. The platform includes a management conference (campus-for-sales.org), a video channel (youtube.com/campusforsales), and a social community (xing.com/net/campusforsales). He was the founding editor of Springer's Sales Management Review. Before his academic career, Ove was managing director of a marketing & sales consulting firm with 70 employees. Today, he supports companies through executive seminars and consulting. More than 1000 executives have attended his seminars. Among his partners are and were firms such as 3M, Atos, BASF, Bosch, DB Bahn, Degussa/Evonik, Deutsche Bank, DHL Express, Dürr, Grundfos, Heidelberg, Henkel, Hilti, John Deere, K+S, Lafarge, L'Oréal, METRO, Multivac, Nobel Biocare, Saint-Gobain, Storck, ThyssenKrupp, Veolia, and Vorwerk.