
Professor Dr. Martin Fassnacht

Dr. Fassnacht is Professor and Director of the Chair of Strategy and Marketing, and Scientific Director of the Center for Market-oriented Corporate Management (CMM) at WHU – Otto Beisheim School of Management in Düsseldorf. Furthermore, he is the Chairman of the Advisory Board of the Henkel Center for Consumer Goods (HCCG) and Strategic Advisor for B2C and B2B companies. His scientific research focuses on the fields of Price Management, Brand Management, as well as Retail Marketing and Omnichannel Business. He has authored and co-authored several books and over 150 articles. Both his research and the courses have a strong practical relevance due to the close cooperation with renowned companies such as Henkel, Adidas, Aston Martin, BMW, dfv Mediengruppe, Douglas, Google, IGEPa Group, Klarna, L'Oréal, Lufthansa, Meta, Telefónica, Vorwerk, and Würth-Gruppe. Four years in a row, the Frankfurter Allgemeine Zeitung listed Professor Dr. Martin Fassnacht in its Economist Ranking among the 100 most influential economists in Germany.

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