

Curriculum Vitae

Name	Prof. Dr. Marc Oliver Opresnik
Date of birth and birthplace	1969 in Duisburg
Education	
1976 – 1977	Primary Duisburg
1977 – 1980	Primary Tangstedt
1980 – 1989	Grammar school „Schulzentrum Süd“ in Norderstedt
Final examination	
02.06.1989	A-levels (<i>grade: „good“</i>)
Studies	
01.10.1989 – 31.03.1996	Business Economics at the university of Hamburg Examination subjects: Management Economics, Political Economy, Commercial English, HR, Marketing
Final degree	
13.05.1996	Master degree in Economics and Business Administration (Diplom-Kaufmann; <i>grade: „good“</i>)
Doctorate	
09.08.1999	Theme: Corporate Culture in the USA and Germany (<i>„magna cum laude“</i>)
Practical experience (internships and practical training)	
26.02.1990 – 30.03.1990	DEA Mineraloel AG <i>Intern in transport and dispatch</i>
03.09.1990 – 12.10.1990	DEA Mineraloel AG <i>Intern in marine sales</i>
01.04.1991 – 31.03.1995	University of Hamburg <i>Assistant to the chair of Political Economy</i>
26.08.1991 – 11.10.1991	DEA Mineraloel AG <i>Intern in sales department paraffins and waxes</i>
10.02.1992 – 31.03.1992	DEA Mineraloel AG <i>Intern in trade marketing</i>

01.04.1992 – 31.01.1998	University of Hamburg <i>Assistant to the chair of Commercial English</i>
04.05.1992 – 29.06.1992	Deutsche Shell AG Development of new marketing strategies concerning the prospects of modern filling stations (teamwork)
04.08.1992 – 04.09.1992	DEA Mineraloel AG <i>Intern in filling station marketing</i>
01.12.1992 – 19.05.1993	Dresdner Bank AG Development of new marketing concepts concerning future investment strategies in the European Market (teamwork)
16.03.1993 - 31.12.1993	Tchibo AG <i>Working student in key account management</i>
19.07.1993 – 20.08.1993	Deutsche Shell AG <i>Intern in human resources</i>
01.01.1994 – 30.12.1994	Axel Springer Verlag AG <i>Working student for 2 days per week in market research department</i>
14.02.1994 – 08.04.1994	Unilever GmbH <i>Intern in sales department of Langnese-Iglo GmbH</i>
09.05.1994 – 29.07.1994	Unilever GmbH <i>Working student for 2 days per week at Langnese-Iglo GmbH</i>
01.10.1994 – 31.01.1998	University of Hamburg <i>Assistant to the chair of business studies</i>
02.11.1994 – 30.01.1995	Unilever GmbH <i>Intern for 2 days per week at Langnese-Iglo GmbH</i>
25.01.1995 – 02.03.1995	Bremer Landesbank Capital Markets PLC <i>Intern in general management</i>
01.07.1996 – 30.08.1996	Unilever GmbH <i>Intern for 2 days per week at Langnese-Iglo GmbH</i>
01.10.1996 – 30.06.1997	Siemens AG <i>Intern for 2 days per week in marine sales department</i>
01.07.1997 – 31.12.1997	KPMG Unternehmensberatung GmbH <i>Freelancer in Business Consultancy</i>
01.10.1997 – 31.01.1998	University of Hamburg <i>Lecturer for Business English</i>
Professional experience	
16.02.1998 - 30.01.1999	DEA Mineraloel AG <i>Trainee in Retail</i>

01.02.1999 – 31.01.2000	DEA Mineraloel AG <i>Sales Manager Planning</i>
01.02.2000 – 01.01.2002	DEA Mineraloel AG <i>Senior Category Manager Food</i>
02.01.2002 – 30.06.2003	Shell & DEA Oil GmbH <i>Business Development Manager</i>
01.07.2003 – 30.11.2005	Shell Deutschland Oil GmbH <i>Senior Property Consultant</i>
01.12.2005 – 31.12.2007	Shell Deutschland Oil GmbH c/o Shell International Petroleum Co Ltd <i>Global Coordinator Project Planning in Retail Strategy & Portfolio</i>
01.10.2006 – 31.12.2009	Fachhochschule für die Wirtschaft Hannover University of Applied Sciences <i>Professor of International Management</i>
Since 01.01.2008	Lübeck University of Applied Sciences <i>Professor of Business Economics, Marketing and Management</i>

Particular abilities Knowledge of data processing and computer science (Windows, Word, Excel, Powerpoint, Access)

Linguistic proficiency German: Mother tongue
English: Fluent
French: Basic

Extracurricular activities at university

01.04.1990 – 30.09.1994	Member of the board of the student's council of the School of Business and Economics at the University of Hamburg with the following fields of activity: course guidance, organisation of seminars and projects concerning professional experiences)
01.04.1992 – 31.03.1995	Member of the International Association of Students of Economics „AIESEC“)

List of publications

1994	An introduction to Marketing and principles of application in the United Kingdom, in: Anglo-Amerikanische Wirtschaftsschriften 1994
1995	The Corporate Culture Concept as a Management Tool and the Problem of its Inflexibility, in Anglo-Amerikanische Wirtschaftsschriften 1995

- 1997 Research of the department of Commercial English about International Negotiation Strategies, in: uni hh, 28. Jg., Nr. 2 Juli 1997
- 1999 Market Segmentation, in: Anglo-Amerikanische Wirtschaftsschriften 1999
- 1999 Corporate Culture in the USA and Germany (Thesis)
- 2000 An introduction to Political Economy, in: Schriftenreihe der Kommunikationsakademie Hamburg 2000
- 2001 General Business Administration, in: Schriftenreihe der Kommunikatinsakademie Hamburg 2001
- 2002 Concepts of decision-oriented Business Economics, in: Anglo-Amerikanische Wirtschaftsschriften 2002
- 2003 An introduction to Marketing, in: Schriftenreihe der Kommunikationsakademie Hamburg 2003
- 2010 Lürssen, J. / Opresnik, M.: Die heimlichen Spielregeln der Karriere – Wie Sie die ungeschriebenen Gesetze am Arbeitsplatz für Ihren Erfolg nutzen, Campus, Frankfurt / New York, 2010
- Hollensen, S. / Opresnik, M.: Marketing – A relationship perspective, Vahlen, München, 2010
- 2011 Opresnik, M. / Rennhak, C.: Grundlagen der Betriebswirtschaftslehre, Gabler, Wiesbaden, 2011
- 2013 The Relaunch, in: Praxishandbuch Relaunch by W. Pepels (Editor), Symposion, Düsseldorf, 2013
- Opresnik, M.: Die Geheimnisse erfolgreicher Verhandlungsführung, Springer/Gabler, Berlin, 2013
- 2014 Opresnik, M.: The Hidden Rules of Successful Negotiation and Communication, Springer, Heidelberg/New York/London, 2014
- Bickhoff, N., Hollensen, S., Opresnik, M.: The Quintessence of Marketing, Springer, Heidelberg/New York/London, 2014
- Lürssen, J. / Opresnik, M.: Die heimlichen Spielregeln der Karriere – Wie Sie die ungeschriebenen Gesetze am Arbeitsplatz für Ihren Erfolg nutzen, 4. Aufl., Campus, Frankfurt/New York, 2014
- Opresnik, M.: Die Geheimnisse erfolgreicher Verhandlungsführung, 2. Aufl., Springer/Gabler, Berlin, 2014
- 2015 Opresnik, M. / Rennhak, C.: Grundlagen der Allgemeinen Betriebswirtschaftslehre, 2. Aufl., Springer/Gabler, Wiesbaden, 2015

- Kotler, P., Keller, K., Opresnik, M.: Marketing Management, 14. Aufl., Pearson, München, 2015
- Hollensen, S. / Opresnik, M.: Marketing – A relationship perspective, 2nd ed., Vahlen, München, 2015
- 2016
- Opresnik, M. / Rennhak, C.: Marketing: Grundlagen, Springer/Gabler, 2016
- Armstrong, G., Kotler, P., Opresnik, M.: Marketing: An Introduction, Global Edition, 13th edition, Pearson, Edinburgh Gate, 2016
- Opresnik, M. / Yilmaz, Oguz: Die Geheimnisse erfolgreichen Online-Marketings mit YouTube. Social-Media-Erfolgsstrategien für Unternehmen und Unternehmer, Springer Gabler
- 2017
- Kotler, P., Keller, K., Opresnik, M.: Marketing Management, 15. Aufl., Pearson, München, 2017
- Opresnik, M.: From Bowling to Pinball: Understanding How Social Media Changes the Generation of Value for Consumers and Companies, in: Meiselwitz G. (Ed.) Social Computing and Social Media. Human Behavior. SCSM 2017. Lecture Notes in Computer Science, Vol 10282, Springer
- Opresnik, M.: Überzeugend! Wie Sie in Gesprächen, Verhandlungen und Präsentationen erfolgreich sind: Mit gelungener Kommunikation und Rhetorik Menschen begeistern und mehr erreichen, Opresnik Management Consulting
- Hollensen, S. / Opresnik, M.: Marketing: Principles and Practice: A Comprehensive Guide for Students and Practitioners, Opresnik Management Consulting
- Opresnik, M.: Die Geheimnisse erfolgreicher Verhandlungsführung: Besser verhandeln - in jeder Beziehung, 3. Aufl., Opresnik Management Consulting
- Hollensen, S. / Kolter, P. / Opresnik, M.: Social Media Marketing: A Practitioner Guide, Opresnik Management Consulting
- Opresnik, M.: Die Geheimnisse erfolgreicher Kommunikation: Besser reden – in jeder Beziehung, 2. Aufl., Opresnik Management Consulting
- Hollensen, S. / Kolter, P. / Opresnik, M.: Social Media Marketing: A Practitioner Guide, 2. Aufl., Opresnik Management Consulting
- Opresnik, M.: Projektmanagement. Systematisch zum Erfolg, Opresnik Management Consulting

2018

Opresnik, M.: Überzeugt! Erfolgreich kommunizieren, präsentieren und verhandeln, 3. Aufl., Opresnik Management Consulting

Scientific Journals and functions

Since 1.1.2012

Transnational Marketing Journal
ISSN 2041-4684 / e-ISSN 2041-4692
Member of the Editorial Review Board

Since 2015

International Journal of New Technologies in Science and Engineering (IJNTSE)
ISSN 2349-780
Member of the Editorial Board

Since 2015

IRA-International Journal of Management & Social Sciences
ISSN 2455-2267
Member of the Editorial Board

Since 2017

Innovative Marketing
ISSN 1814-2427 / e-ISSN 1816-6326
Member of the Editorial Board

International Journal in Management Research and Social Science
ISSN 2394 – 6407 (Print) & ISSN 2394 – 6415(Online)
Member of the Editorial Board

Teaching activity

01.10.1997 – 31.01.1998

University of Hamburg
Lecturer for Business English

02.11.1998

University of Hamburg
Colloquium: Advertisement

01.11.1999

University of Hamburg
Colloquium: Corporate Planning

01.09.2000 – 31.12.2005

Kommunikationsakademie Hamburg
Lecturer in Business Administration and Marketing

Winter term 2004/2005

Fachhochschule Nordostniedersachsen
University of Applied Sciences
International Office
Lecture: „An introduction to Strategic Marketing“

Summer term 2005

University of Lüneburg
International Office
Lecture: „An introduction to International Marketing“

01.10.2006 – 31.12.2009

Fachhochschule für die Wirtschaft Hannover
University of Applied Sciences
Professor of “International Management”

Since 01.08.2003	Europäische Fernhochschule Hamburg <i>Lecturer in Business Administration and Marketing</i>
Since 01.01.2008	Lübeck University of Applied Sciences <i>Professor of Business Economics, in particular Marketing and Management</i>
Since 01.02.2012	Hamburg School of Business Administration (HSBA) <i>Lecturer in Marketing</i>
Since 01.01.2013	Zürich School of Management <i>Lecturer in Marketing</i>
Since 01.01.2013	Boston Business School <i>Lecturer in Marketing</i>
Since 01.01.2013	SMP Management Program St. Gallen <i>Lecturer in Marketing</i>
Since 01.01.2014	Kotler Impact Inc <i>Professor of Marketing</i>

Visiting professorships

Since 01.01.2010	East China University of Science and Technology (ECUST) <i>Visiting professor of "International Management"</i>
Since 01.06.2010	Regent's University London <i>Professor of "International Marketing"</i>
Since 01.01.2013	SGMI Management Institute St. Gallen <i>Professor of "Marketing and Management"</i> <i>Member of the board of directors</i>

References

St. Gallen Management Institute	Romed Guntern <i>CEO & Chairman</i>
European Business School London	Prof. Dr. Ibrahim Sirkeci <i>Director of the Regent's Centre for Transnational Studies</i>
Shell International Petroleum Co Ltd.	Istvan Kapitany <i>Executive Vice President Retail</i>

Hobbies

Literature
Sports (Jogging, Tennis, Golf)

St. Gallen, 13/02/2018