



## **Prof. Dr. Marc Oliver Opresnik**

*President and CEO*

Opresnik Management Consulting and Opresnik Business School

*Distinguished Professor of Marketing and Management*

Technical University of Lübeck and University of Lübeck

*Chair of Marketing and Member of the Board of Directors*

SGMI Management Institut St. Gallen, Switzerland

*Chief Research Officer*

*Global Dean of Academics Kotler Business School*

Kotler Impact Inc., Canada

*Dr Opresnik studied business administration at the University of Hamburg, specialising in marketing, human resources and business English, and subsequently completed a doctorate on the subject of 'Corporate culture in the USA and Germany'.*

After starting his career as a trainee in the retail business at DEA Mineraloel AG, Dr Opresnik worked as a sales manager for service stations in the field. After two years of professional experience as senior marketing manager shop assortments food, Dr Opresnik was responsible for business development in the marketing department of the newly founded joint venture company Shell & DEA Oil GmbH within the retail business. From 1<sup>st</sup> July 2003 to 31<sup>st</sup> October 2005, Dr Opresnik was responsible for the development of the service station network in the Retail Network Planning & Property department. From 1<sup>st</sup> December 2005 to 31<sup>st</sup> December 2007, Dr Opresnik was Global Coordinator Project Planning in the Strategy Department of Shell International Petroleum Co Ltd in London, managing worldwide projects that were implemented in over 130 countries and at 45,000 locations.

Since January 2008, Dr Opresnik has been Professor of General Business Administration with a focus on marketing and management at the Technische Hochschule Lübeck and a visiting professor at international universities such as the Judge Business School at Cambridge University, Regent's University London and the East China University of Science and Technology in Shanghai.

Dr Opresnik is the author of more than 50 articles and text books, including the international marketing standard work 'Marketing: Principles and Practice. A management-oriented approach'. Together with Kevin Keller and Phil Kotler, the world's best-known marketing professor, he is co-author of the German edition of 'Marketing Management', the 'bible of marketing'. Alongside Gary Armstrong and Phil Kotler, Dr Opresnik is also co-author of the global edition of 'Marketing: An Introduction', the world's most successful marketing textbook. He is also co-editor of several specialist journals and acts as a reviewer for various journals, including 'Transnational Marketing Journal', 'International Journal of New Technologies in Science and Engineering', 'International Journal of Management & Social Sciences' and 'Innovative Marketing'.



Since January 2013, Dr Opresnik has been Professor of Marketing and a member of the Board of Directors at the SGMI Management Institute St. Gallen, one of the leading and most renowned business schools in the world.

On 1 March 2014, he was appointed Chief Research Officer at Kotler Impact Inc, the international company of marketing legend Phil Kotler.

Since 11 January 2019, Dr Opresnik has been a member of the advisory board of the Innovation Accelerator of the United Nations World Food Programme.

On 21 March 2022, Dr Opresnik was appointed Global Dean of Academics at Kotler Business School.

Dr Opresnik is the founder and CEO of Opresnik Management Consulting and President of Opresnik Business School, which offers innovative educational programmes. These programmes include an online MBA developed in collaboration with renowned English universities. Since 23 September 2024, he has also been Professor of Marketing and Executive Director of Academic Partnerships and Development at The International Business School (IBS) in Manchester, where he is responsible for the strategic direction and further development of international partnerships and the development of academic programmes.

With the mission 'Building a Better World through Education' and the guiding principle 'Optimising Potentials, Empowering Leaders, Transforming Futures', he is consistently expanding the educational programme of his business school ([https://bit.ly/Opresnik\\_Business\\_School](https://bit.ly/Opresnik_Business_School)) in order to promote leaders worldwide and bring about sustainable change.

As a trainer, keynote speaker and consultant, Dr Opresnik supports international institutions, government organisations and leading companies such as Google, Coca-Cola, McDonald's, Dräger, SAP, Porsche, Audi, VW, Shell, Unilever, Procter & Gamble, L'Oréal, Bayer, BASF and adidas in developing sustainable leadership strategies and increasing their long-term impact. Through a combination of consulting and education, he empowers managers worldwide to act responsibly and with an eye to the future, thus anchoring positive change in their organisations in the long term.

Over 100 million people have experienced Dr Opresnik as a TEDx speaker and lecturer at congresses and symposia and as a trainer in seminars on marketing, sales and negotiation at home and abroad and have benefited from his impulses both professionally and personally.

*With his many years of international experience as a coach, keynote speaker and consultant, Marc Opresnik is one of the world's most renowned marketing, management and negotiation experts.*

