



**Andreas Herrmann**  
**Professor & Director, Institute for Customer Insight –**  
**University of St. Gallen**

**Education**

- 1984 High School Diploma, Wirtschaftsgymnasium Waldshut.
- 1985 B.A. in Business Administration, Law and Economics, Koblenz School of Corporate Management
- 1988 MBA in Business Administration, Koblenz School of Corporate Management
- 1991 Ph.D. in Marketing, Koblenz School of Corporate Management
- 1996 Habilitation in Business Administration, University of Mannheim

**Research and teaching**

- 1993 - 1996 Assistant Professor of Marketing, University Mannheim
- 1997 - 2002 Chair Professor of Marketing, University Mainz
- 2002 - 2004 Director of the Institute for Media and Communications Management, University St. Gallen
- 2004 - 2009 Director of the Center for Business Metrics, University of St. Gallen
- since 2006 Head of the Audi Lab for Market Research
- since 2009 Director of the Center for Customer Insight, University of St. Gallen
- since 2013 Head of the HSG Summer School

**Practical experience and consulting**

- 1991 - 1993 Marketing-Controlling, Audi, Ingolstadt
- since 1998 Advisory board 2hm, Mainz
- since 2004 Advisory board 4hm, St. Gallen
- consultant for Audi, Mercedes, BMW, Deutsche Bahn, Deutsche Bank, Roche, Porsche, RWE, Credit Suisse, and many other companies

**Visiting Positions**

- University of Michigan, Ann Arbor
- Karlstad University
- University of Bologna
- Columbia University, New York
- MIT, Boston

**Publications**

- 15 books and more than 250 journal articles (Journal of Marketing, Journal of Marketing Research, Marketing Science, Journal of Business Research, Psychology & Marketing, Journal of Economic Psychology, Marketing Letters, International Journal of Research in Marketing etc.).