Professor of Marketing Analytics

Company:
Headway People / Africa Business School, UM6P - Mohammed VI Polytechnic University

Location:
Morocco / Rabat

Discipline:
Marketing Analytics

Employment Type:
Permanent Full-time

Posted:
06/03/2025

Contact Person:
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Professor of Marketing Analytics – Africa Business School, UM6P

About Africa Business School and UM6P

Africa Business School (ABS) is the business school of Mohammed VI Polytechnic University (UM6P), a leading institution dedicated to fostering innovation, research, and entrepreneurship in Africa. Located in Rabat, Morocco, ABS is committed to shaping the future of business and leadership on the continent by providing world-class education and research. The school collaborates with top global institutions and industry leaders to develop cutting-edge programs that address Africa's unique economic and business challenges.

UM6P is an international university that places strong emphasis on research, innovation, and sustainability. It actively contributes to Africa's transformation by supporting knowledge development and capacity building across various fields, including business, technology, and social sciences.

Why Join Africa Business School?

- Be part of a prestigious institution driving innovation and excellence in business education in Africa.

- Work in a collaborative and interdisciplinary research environment.

- Benefit from strong industry connections and impactful research opportunities.

- Enjoy a dynamic and vibrant academic setting in Morocco's capital city.

About the Position

Africa Business School is seeking a highly qualified **Professor of Marketing Analytics** to join its dynamic faculty. The ideal candidate will be a thought leader in marketing analytics, capable of conducting high-impact research and delivering innovative teaching methods.

Key Responsibilities

- Conduct and publish high-quality research in the field of marketing analytics.

- Teach and develop courses at the master's, MBA, and executive education levels.

- Supervise and mentor graduate students and research projects.

- Engage with industry partners and stakeholders to bridge the gap between academia and practice.

- Contribute to the development of the school's research agenda and academic programs.

Qualifications

- PhD in Marketing, Business Analytics, or a related field from a recognized institution.

- A strong publication record in top-tier academic journals.

- Demonstrated experience in teaching marketing analytics and data-driven decision-making.

- Expertise in quantitative methods, machine learning, and AI applications in marketing is a plus.

- Ability to work in an international and multicultural environment.

Application Process

Interested candidates should submit a CV to Romain Pomier (r.pomier@headway-advisory.com).

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