

# Professor in Marketing Management and Co-Head of the Institute of Marketing Management

Company:

**ZHAW**

Location:

**Switzerland / Winterthur**

Discipline:

**Marketing Management**

Employment Type:

**80 - 100 %**

Posted:

**08/04/2025**

Contact Person:

**If you wish to apply for this position, please specify that you saw it on AKADEUS.**

The ZHAW School of Management and Law invites applications for a Professor in Marketing Management. This position will also involve a role as Co-Head of the Institute of Marketing Management, contributing to the positioning of the Institute as a thought leader in the business and academic community.

## Professor in Marketing Management and Co-Head of the Institute of Marketing Management 80 - 100 % Winterthur

### Aufgaben

As a Professor, you will

- Lead research activities that generate impact for both industry and academia.
- Develop a pipeline of competitive grants with funding institutions (e.g., Swiss National Science Foundation, Innosuisse, EU) and / or industry partners.
- Teach in the Bachelor, Master, or executive programs.

As Co-Head of the Institute, you will

- Oversee the financial and operational management of the Institute.
- Support staff recruitment, retention, and development.
- Position the Institute as a thought leader in marketing in professional and academic networks.

## **Profil**

- PhD in Marketing or a related field.
- Established visibility in the field evidenced through publications in high-quality academic journals.
- Evidence of competitive research grants and industry funding.
- Track record of high quality teaching and successful curriculum development.
- Practical experience gained through work in industry, consulting, or executive education.
- Fluency in German and English, both spoken and written.
- Leadership experience at a higher education institution or in an industry context is an advantage.

ZHAW School of Management and Law is committed to increase diversity and explicitly encourage female and / or diverse candidates to apply for this position.

**We look forward to receiving your complete application documents via our online platform until 10 May 2025**

### **Können wir Ihnen weitere Fragen beantworten?**

Für fachliche Auskünfte steht Ihnen NAME, FUNKTION, Tel. XXX XXX XX XX, E-Mail: XY@zhaw.ch, gerne zur Verfügung.

### **Haben wir Ihr Interesse geweckt?**

Dann freuen wir uns auf Ihre vollständigen Bewerbungsunterlagen via Online-Plattform an Laura Steinegger-Hornung.

**Weitere Informationen unter [www.zhaw.ch/jobs](http://www.zhaw.ch/jobs).**

**[Apply now](#)**

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