

# Professor in Digital Marketing

Company:

**ZHAW**

Location:

**Switzerland / Winterthur**

Discipline:

**Digital Marketing**

Employment Type:

**80 - 100 %**

Posted:

**14/04/2025**

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 digital marketing, contributing to the positioning of the Institute as a thought leader in the business and academic community. The advertisement is open rank and will be filled at the level of Tenure Track Assistant Professor or Full Professor according to the qualifications of the person appointed.

## **Professor in Digital Marketing (open rank) 80 - 100 % Winterthur**

### **Your role**

As a Professor, you will

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

### **Your profile**

- PhD in Marketing, Data science, or a related field.
- Experience in AI and Data Science with a proven ability to apply these technologies in research and teaching.
- Established reputation in the field evidenced by publications in high-quality academic journals.

- Several years of practical experience in industry, consulting, or executive education.
- Proven track record of securing competitive research grants and industry funding.
- Track record of high-quality teaching and successful curriculum development.
- A higher education teaching qualification (e.g., Certificate of Advanced Studies or an equivalent qualification) and a proven record of successful university-level teaching.
- Fluency in German and English, both written and spoken.

The position can be filled at different academic levels: assistant professor with tenure track or full professor.

The appointment as a professor is made by the University of Applied Sciences Council if the applicant has the appropriate qualifications.

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

### **Do you have any other questions?**

For more information regarding the vacancy, please contact Prof. Dr. Thierry Volery, Professor in Entrepreneurship, Head of the Management Department. E-mail: [thierry.volery@zhaw.ch](mailto:thierry.volery@zhaw.ch).

### **Are you interested?**

If you would like to apply, please use the online platform to send us your portfolio.

**For further information on ZHAW or our Institute, go to: [www.zhaw.ch/jobs](http://www.zhaw.ch/jobs)**

**[Apply now](#)**

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