

## CURRICULUM VITAE

**Dr. Julian Raphael Klaus Wichmann**

\*24. 10. 1990

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### Summary

Julian is a post-doctoral researcher at the University of Cologne, Germany. In his research, Julian focuses on strategic marketing issues pertaining to (i) digital platforms and new advertising technologies, (ii) the future of retailing and city centers, and (iii) the evolving role of marketing and marketing research. Julian's research has been published in top-tier Journals such as the *Journal of Marketing* and the *International Journal of Research in Marketing*.

Julian studied at universities in the Netherlands, Italy, and Germany gaining a bachelor's degree in Economics and Business Economics and a master's degree in Business Administration with a major in Marketing and a minor in Economic Psychology. For his master thesis on data-driven predictive targeting in online advertising, he collaborated with a major international ad agency and was awarded the *Wissenschaftspreis 2016*. In 2020, Julian received his doctoral degree from the University of Cologne with his dissertation on "The Evolving Brand-Consumer Relationship—The Impact of Business Cycles, Digital Platforms, and New Advertising Technologies".

Besides his experience in academia, Julian has gained valuable practical experience through several internships in various marketing departments and different industries, ranging from fashion to telecommunications and digital advertising.

### Academic career

<b>Since 02/2020</b> <i>Assistant Professor</i>	<b>Department of Retailing and Customer Management</b> <b>(Prof. Dr. Werner Reinartz), University of Cologne; Cologne, Germany</b>
Research areas	Digital platforms, digital CRM, online advertising technologies, the future of retailing.
Teaching	Seminars and theses (bachelor/master), business projects (CEMS/master), introduction to marketing (bachelor).
<b>12/2014 – 02/2020</b> <i>Research assistant, PhD candidate</i>	<b>Department of Retailing and Customer Management</b> <b>(Prof. Dr. Werner Reinartz), University of Cologne; Cologne, Germany</b>
Dissertation	“The Evolving Brand-Consumer Relationship – The Impact of Business Cycles, Digital Platforms, and New Advertising Technologies” Grade: Magna cum laude Supervisors: Prof. Dr. Werner Reinartz Prof. Dr. Hernán Bruno
<b>10/2012 – 11/2014</b> <i>Master of science</i>	<b>University of Cologne; Cologne, Germany</b> Business Administration and Marketing, Economic Psychology; GPA: 4.0 (German Grade: 1.7)
Master’s thesis	“Data driven audience targeting in online advertising – key drivers of quality” (German Grade: 1.0; awarded with best master thesis at <i>Wissenschaftspreis 2016</i> )
<b>03/2010 – 02/2011</b> <i>Studies abroad</i>	<b>Libera Università Internazionale degli Studi Sociali Guido Carli (LUISS); Rome, Italy</b>
<b>09/2008 – 08/2011</b> <i>Bachelor of science</i>	<b>Utrecht School of Economics (USE), Universiteit Utrecht; Utrecht, Netherlands</b> Economics and Business Economics, Strategic Management; GPA: 4.0 (German Grade: 1.0)
Bachelor’s thesis	“Bonus schemes and their effect on firm and market performance compared in a delegation game experiment. A duopoly and quadropoly Cournot delegation game experiment.” (German Grade: 1.0)
<b>2002 – 2008</b> <i>Secondary school</i>	<b>Ratsgymnasium Osnabrück; Osnabrück, Germany</b>

## Publications

### *Academic publications*

**Wichmann, Julian R.K.**, Nico Wiegand, and Werner Reinartz (2022), “The Platformization of Brands,” *Journal of Marketing*, 86(1), 109-131.

Scholdra, Thomas, **Julian R.K. Wichmann**, Maik Eisenbeiss, and Werner Reinartz (2022), “Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior,” *Journal of Marketing*, 86(4), 95-117.

- Invited presentation at the 09/21 *JM Webinar for Marketing Professionals*

**Wichmann, Julian R.K.**, Abhinav Uppal, Amalesh Sharma, and Marnik Dekimpe (2022), “A Global Perspective on the Marketing Mix across Time and Space,” *International Journal of Research in Marketing*, 39(2), 502-521.

- Ranked the **second most downloaded article at the IJRM** over the past 90 days: <https://www.journals.elsevier.com/international-journal-of-research-in-marketing/most-downloaded-articles>

**Wichmann, Julian R.K.**, Thomas Scholdra, and Werner Reinartz (2021), “What drives inner city attractiveness for society? The role of brick and mortar stores,” *Review of Marketing Research*, 18, 279-317.

Münster, Robert, Thomas Scholdra, **Julian R.K. Wichmann**, and Werner Reinartz (2022), “Smart Services als Geschäftsmodellinnovation” in *Dienstleistungsforum 2022: Smart Services*, eds. Manfred Bruhn and Karsten Hadwich, Springer Gabler.

**Wichmann, Julian R.K.**, Werner Reinartz, and Rajkumar Venkatesan, “Conceptualizing Value Creation in the Platform Era,” *Journal of Creating Value*, forthcoming.

### *Academic publications under review*

Wiegand, Nico, Maren Becker, Monika Imschloss, **Julian R.K. Wichmann**, and Werner Reinartz, “The Managerial Relevance of Marketing Science: Properties and Genesis,” *International Journal of Research in Marketing*, under review (2<sup>nd</sup> round).

Sklenarz, Felix Anton, Alexander Edeling, Alexander Himme, and **Julian R.K. Wichmann**, “Does Bigger Still Mean Better? How Digitization and New Business Models Change the Market Share–Profitability Relationship,” *International Journal of Research in Marketing*, under review (2<sup>nd</sup> round).

**Wichmann, Julian R.K.**, Thomas Scholdra, and Werner Reinartz, “Using Open Source Geospatial Data to Propel International Marketing Research,” *Journal of International Marketing*, under review (3<sup>rd</sup> round).

### *Practice-oriented publications*

**Wichmann, Julian R.K.**, Nico Wiegand, and Werner Reinartz (2022), “Platformizing the Brand-Consumer Relationship,” *Harvard Business Review*, 100(5), 46-53.

**Wichmann, Julian R.K.**, Nico Wiegand, and Werner Reinartz (2021), “Towards Perpetual Brand-Consumer Relationships,” *Marketing Review St. Gallen*, 2.2021.

Reinartz, Werner, **Julian R.K. Wichmann**, and Thomas Scholdra (2021), “Innenstadthandel in Zeiten der Digitalisierung,” *Selected Publications of the IFH Sponsors*, Vol. 11.

Reinartz, Werner, **Julian R.K. Wichmann**, and Thomas Scholdra (2022), “Marketingenerfolg messbar machen,” *Selected Publications of the IFH Sponsors*, Vol. 12.

Reinartz, Werner, **Julian R.K. Wichmann**, and Thomas Scholdra (2020), “Geschäftsmodellinnovation in der Konsumgüterbranche,” *Selected Publications of the IFH Sponsors*, Vol. 10.

Reinartz, Werner, Nico Wiegand and **Julian R.K. Wichmann** (2019), “The Rise of Digital (Retail) Platforms,” *Selected Publications of the IFH Sponsors*, Vol. 9.

### **Presentations and awards**

#### **Academic conferences, presentations, and awards**

Presentation at *Relationship Marketing SIG Special Session of the 2022 AMA Summer Educators Conference*; “The Monetary Value Platform-Based Customer Interactions and Relationships;” Virtual.

Awarded one of three research grants of \$1,000 by the *AMA Relationship Marketing Special Interest Group* (2022).

Faculty Fellow at *2022 Marketing Strategy Consortium*; Mays Business School Texas A&M University, College Station, U.S.

Presentation at *2022 ISMS Marketing Science Conference*; University of Chicago Booth School of Business; “Skippable and Non-Skippable Ads—The Yin and Yang of Online Video Advertising;” Virtual.

Participant at *XI. Internationaler Förder-Kongress Junge Wissenschaft und Wirtschaft*; Hanns Martin Schleyer-Stiftung; Munich, Germany.

Presentation at *2022 EMAC Annual Conference*; Corvinus University of Budapest; “Skippable and Non-Skippable Ads—The Yin and Yang of Online Video Advertising;” Budapest, Hungary.

Invited presentation at the September 2021 *JM Webinar for Marketing Professionals* with the paper “Households under Economic Change: How Micro- and Macroeconomic Conditions Shape FMCG Shopping Behavior”: <https://www.ama.org/jm-webinar-households-under-economic-change-how-micro-and-macroeconomic-conditions-shape-grocery-shopping-behavior/>

Participant at *2021 EMAC Annual Conference*; Corvinus University of Budapest; Virtual.

Presentation at *2021 Theory and Practice in Global Marketing Post-AMA Winter Academic Conference Event* presented by the *Journal of International Marketing*; “City Patronage Around the Globe: Investigating Changes in Retailing Patterns;” Virtual.

Participant at *2020 Thought Leadership Conference on Global Marketing Strategy*; “The Marketing Mix across Time and Space: A global perspective on the Four Ps’ Past, Present and Future;” Virtual.

Student Fellow at **2019 AMA Sheth Foundation Doctoral Consortium**; New York University; New York, USA.

Participant at **2017 EMAC Annual Conference**; University of Groningen, Groningen, Netherlands.

Student Fellow and Presentation at **2017 EMAC Doctoral Colloquium**; University of Groningen; “Coming Out of a Recession – Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior;” Groningen, Netherlands.

Participant at **2016 ISMS Marketing Science Conference**; Fudan University; “Investigating the (Persistent) Consequences of an Economic Downturn on Consumer Shopping Behavior;” Shanghai, China.

Student Fellow at **2016 ISMS Doctoral Consortium**; Fudan University; Shanghai, China.

### ***Practice-oriented conferences, presentations, and awards***

Invited presentation at **GWA Online Session** (03/15/2022); “Die Plattformisierung der Marken;” presented by GWA, the German association of communication agencies; Virtual.

Interview with **Canvas8** (02/04/2022) published as “Forget Amazon! The science of flagship platforms”; available at <https://www.canvas8.com/library/reports/2022/02/04/forget-amazon-the-science-of-flagship-platforms#>

Invited presentation at the **14<sup>th</sup> annual meeting for academic partnerships** 2016; ECR GS1 Germany; “Big Data – der Datenmenge Herr werden;” Cologne, Germany.

Awarded **DAAD IPaK Travel Grant** for conferences and research stays abroad (2016).

Winner of **Wissenschaftspreis 2016** (science award 2016), best master’s thesis; sponsored by the EHI Foundation and GS1 Germany.

### ***Upcoming conferences and presentations***

Invited presentation at the **joint marketing seminar of ETH Zurich and UZH University of Zurich** (10/25/2022); “Skippable and Non-Skippable Ads—The Yin and Yang of Online Video Advertising;” Zurich, Switzerland.

Participant at **2022 ISMS Early Career Scholars Camp**; Fuqua School of Business, Duke University; Durham, U.S.

### Practical experience

- Since 11/2021**      **eDOCation.org**  
*eDOC*                      Offering research-related workshops and talks to companies.
- 04/2014 – 10/2014**      **Xaxis (GroupM, WPP); Düsseldorf, Germany**  
*Working student & master thesis project*      Product management, predictive targeting solutions for online ads, researching the key quality drivers for predictive audience targeting.
- 04/2014 – 11/2014**      **Department of Retailing and Customer Management (Prof. Dr. Werner Reinartz); Cologne, Germany.**  
*Student assistant*
- 12/2012 – 05/2014**      **DFG Research Unit „Design & Behavior – Economic Engineering of Firms and Markets” (Prof. Dr. Axel Ockenfels); Cologne, Germany.**  
*Student assistant*
- 04/2012 – 07/2012**      **Vodafone GmbH; Düsseldorf, Germany.**  
*Internship*                      Product marketing at a major global telecommunications provider.
- 12/2011 – 03/2012**      **Peek & Cloppenburg KG Düsseldorf; Düsseldorf, Germany.**  
*Internship*                      Advertising and direct marketing at a major European fashion retailer.
- 09/2011 – 11/2011**      **Peek & Cloppenburg KG Düsseldorf, Düsseldorf, Germany**  
*Internship*                      Marketing analytics and CRM at a major European fashion retailer.

### Skills

#### **Languages**

German:      Native speaker  
English:      Proficient speaker  
French:      Good skills  
Italian:      Basic skills

#### **IT**

Proficient in R and MS Office  
Experience in Python, STATA, SAS, z-Tree,  
Nielsen AdAlert, HTML, CSS, Typo3

### Other activities

- 2018**                      **Trainer for Australian Rules Football at Unisport, University of Cologne**
- 2017 – 2020**              **(Vice) President at Rheinland Lions Australian Rules Football e.V.**
- Since 2014**              **University advisor for Enactus**  
Student initiative for social entrepreneurship

### Other passions

Technologies, pizza and bread baking, wood working and outdoor sports.

Dr. Julian Raphael Klaus Wichmann  
Cologne, 08/10/2022