RESUME SEBASTIAN HOHENBERG

PERSONAL INFORMATION

Address:	University of Münster, School of Business & Economics, Chair of Digital Transformation, Schlossplatz 3, 48149 Münster, Germany
Phone/ e-mail:	+49 251 83-22808 / hohenberg@uni-muenster.de

CURRENT POSITION

Since 08/2022	**University of Münster, School of Business & Economics, Germany** Full Professor of Marketing Chair of Digital Transformation (Head of the Research Group) Center for Business Transformation (Co-Director)

PREVIOUS POSITIONS

2018-2022	**The University of Texas at Austin, McCombs School of Business, USA** Assistant Professor of Marketing
2016	**University of Houston, C.T. Bauer College of Business, USA** Visiting Scholar
2015-2017	**University of Mannheim, Marketing Area, Germany** Assistant Professor of Marketing

EDUCATION

2011-2015	**Ph.D. in Marketing: University of Mannheim, Germany** Doctoral dissertation (with highest distinction)
2006-2011	**Business Administration: University of Mannheim, Germany** (Master Degree)

RESEARCH PROFILE

Research Interests:	Marketing strategy, marketing management, digital transformation, innovation & new technologies, and sales strategy & steering
Research Productivity:	Premier AMA Marketing Journals Ranking (2014-2023): Ranked in the Top 50 most productive marketing scholars by the AMA DocSIG
	MKTBIG15 Author Productivity Ranking (2018-2023): Ranked as #11 of the most productive marketing scholars worldwide within UT Dallas Top 5 journals
Associate Editor:	Journal of Marketing Research (2025-)
Editorial Boards:	Journal of Marketing (2023-), Journal of Marketing Research (2023-2025), JAMS (2025-) Journal of Retailing (2022-), Journal of Personal Selling & Sales Management (2023-)

AWARDS & HONORS

Since 2022	**Marketing Strategy Consortium Senior Faculty Mentor & Speaker:** University of South Carolina (2025); University of Cologne (2024); Texas A&M (2022)
2022	**AMA Sheth Foundation Doctoral Consortium Faculty Mentor**: UT Austin
2022	**PDMA Doctoral Consortium Faculty Mentor:** University of Tennessee
2022	**CBA Foundation Research Excellence Award** for Assistant Professors (UT Austin): Winner (2022), Finalist and Nominee of the Marketing Department (2021)
2021	**AMA Sales SIG Sales Excellence in Research Award:** Winner
2020	**Shelby D. Hunt/Harold H. Maynard Award**: Finalist
2019	**Organizational Frontlines Research Symposium**: Winner of the 3rd Annual Young Scholar Research Competition (with Michael Ahearne, Yashar Atefi, and Zach Hall)
2018	**Society of Teaching Excellence,** UT Austin
2015	**Research Excellence Award** for the doctoral thesis, Stiftung Marketing, Mannheim

JOURNAL PUBLICATIONS (VHB A+)

1. Atefi, Y., Hohenberg, S., Janani, S., Zhou, W (2025), "The Growth Department: The Emerging Role and Impact of Chief Growth Officers and their Cross-Functional Teams," *Journal of Marketing*, forthcoming.

2. Bommaraju, R., S. Arunachalam, Hohenberg, S. (2025), "Multi-Segment and Single-Segment Sales Contests: Evidence of their Effectiveness and the Underlying Mechanisms," *Journal of Marketing Research*, 62 (3), 447-465.

3. Harz, N., Hohenberg, S., Homburg, Ch. (2022), "Virtual Reality in New Product Development: Insights from Pre-Launch Sales Forecasting for Durables," *Journal of Marketing*, 86 (3), 157-179.

- 2025 AMA TechSIG Lazarides Award Winner.
- Selected coverage: Authority Magazine, Academic Minute.

4. Atefi, Y., Ahearne, M., Hohenberg, S., Hall, Z., Zettelmeyer, F. (2020), "Open Negotiation: The Backend Benefits of Seller's Transparency in the Frontend," *Journal of Marketing Research*, 57 (6), 1076-1094.

- 2021 AMA Sales SIG Sales Excellence in Research Award; 2019 Young Scholar Award, AMA OFR.
- Selected coverage: New York Times, Fortune, Yahoo Finance.

5. Homburg, Ch., Theel, M., Hohenberg, S. (2020), "Marketing Excellence: Nature, Measurement, and Investor Valuations," *Journal of Marketing*, 84 (4), 1–22. All authors contributed equally, lead article.

- 2020 Shelby D. Hunt/Harold H. Maynard Award Finalist.
- Selected coverage: Fox News; McCombs Big Ideas: included in the Top 8 picks of 2020.

6. Bommaraju, R., Hohenberg, S. (2018), "Self-Selected Sales Incentives: Evidence of their Effectiveness, Persistence, Durability, and Underlying Mechanisms," *Journal of Marketing*, 82 (5), 106-124.

- Best Paper by Theme at the 2017 AMA Winter Educators' Conference.
- Selected coverage: Selling Power Magazine, The Incentive Research Foundation Quarterly.

7. Hohenberg, S., Homburg, Ch. (2016), "Motivating Sales Reps for Innovation Selling in Different Cultures," *Journal of Marketing*, 80 (2), 101-120.

- Selected coverage: CustomerThink Community; Strategy + Business Blog.

JOURNAL PUBLICATIONS (VHB A / B)

8. Homburg, C., Schyma, T. R., Hohenberg, S., Atefi, Y., & Ruhnau, R. C. M. (2024), "Coopetition" in the Presence of Team and Individual Incentives: Evidence from the Advice Network of a Sales Organization, *Journal of the Academy of Marketing Science*, 52 (2), 306-328.

- Selected coverage: Münster Business School Research Insights

9. Homburg, Ch., Morguet, T., Hohenberg, S. (2021), "Incentivizing of Inside Sales Units — The Interplay of Incentive Types and Unit Structures," *Journal of Personal Selling & Sales Management*, 41 (3), 181-199.

- 2022 Marvin Jolson Award Honorable Mention for contribution to selling & sales management practice

10. Homburg, Ch., Böhler, S., Hohenberg, S. (2020), "Organizing for Cross-Selling: Do It Right or Not At All," *International Journal of Research in Marketing*, 37 (1), 56-73, lead article.

11. Hohenberg, S., Homburg, Ch. (2019), "Enhancing Innovation Commercialization through Supervisor–Sales Rep Fit," *Journal of the Academy of Marketing Science*, 47 (4), 681-701.

11. Homburg, Ch., Hohenberg, S., Hahn, A. (2019), "Steering the Sales Force for New Product Selling: Why Is It Different, and How Can Firms Motivate Different Sales Reps?" *Journal of Product Innovation Management*, 36 (3), 282-304, lead article.

WORK IN PROGRESS (SELECTION)

Hohenberg, S., McAlister, L., Bommaraju, R., Schierwater, H. M. "The Fractional CMO: A New Marketing Leadership Model and When It Works."

Hohenberg, S., Hennig-Thurau, T., Behrens, R., Wöhnl, P., Pott, H., "Spatial Marketing Research: Leveraging 3D Virtual and Interactive Spaces to Examine Marketing Phenomena."

BOOKS AND BOOK CHAPTERS

Hohenberg, S. (2015), "Employee-oriented Sales Force Steering – Success Factors and Implementation Guidelines Based on an International Investigation," Doctoral Thesis, in German.

Hohenberg, S., Mühlhäuser, S., Gehring, A. (2016), "Business Modelizer – Sustainably Managing Customer Satisfaction," in: Ch. Homburg (eds.): Kundenzufriedenheit, 9th ed., Wiesbaden: Springer-Gabler, in German.

Hohenberg S. (2017), "Customer Retention – Basic Principles and Implications for Service Companies," in: Corsten, H. and Roth, S. (eds.): Handbook Service Management, Munich: Vahlen, in German.

Hohenberg, S. and Taylor, W. (2020), "Measuring Customer Satisfaction and Customer Loyalty," in Ch. Homburg, M. Klarmann, and A. Vomberg (eds.): Handbook of Market Research, Wiesbaden: Springer-Gabler.

TEACHING ACTIVITIES, SELECTION (GRADUATE & UNDERGRADUATE-LEVEL)

Starting 2025	**Digital Transformation Playbook (Master Program)** Lecture, University of Münster.
Since 2024	**Digital Business-to-Business Marketing (Master Program)** Lecture, University of Münster.
Since 2023	**Digital Transformation & Changing Markets (Bachelor Program)** Lecture, University of Münster.
2019-2022	**Sales Strategy and Steering (Bachelor Program)** Lecture, University of Texas at Austin.
2018-2022	**Principles of Marketing (Bachelor Program)** Lecture, University of Texas at Austin.
2014-2017	**Marketing Management (Bachelor Program)** Lecture, University of Mannheim.
2016	**Market Research/ Multivariate Data Analysis (Master Program)** Lecture, University of Mannheim.

TEACHING ACTIVITIES, SELECTION (EXECUTIVE EDUCATION)

Starting 2025	**International Marketing (Lecture)**, University of Münster, Professional School.
2016	**Sales Management**, Mannheim Business School.
Since 2013	**MBA Capstone Marketing Classes (Academic Advisor)** Improving customer engagement (2020); Market entry strategy for a new impact protection solution (2016); Market entry strategy for the acoustics industry (2015); Global market entry strategy for a novel high-tech product (2014).

INVITED TALKS & PRESENTATIONS (SELECTION)

Spatial Marketing Research: Leveraging 3D Virtual and Interactive Spaces to Study Marketing Phenomena.

- *Summer AMA Conference*: AMA TechSIG Session "How to Leverage VR for Research," Chicago (2025)
- *Scientific Conference on Mixed Reality Applications*, ETH Zürich (2024)
- *Seminar Series*, Copenhagen Business School (2024)
- *Seminar Series*, UT Austin (2024)
- *Winter AMA Conference*: Special Session "Spatial Marketing," St. Pete Beach, (2024)

Talking About Marketing in Conference Calls: What It Is, Why It Matters, and How to Do It.

- *Seminar Series*, ETH Zürich (2024)
- *Seminar Series*, University of Cologne (2024)

Sales Research - Status Quo, Challenges, and Future Opportunities; *Marketing Strategy Consortium*, University of Cologne (2024).

Virtual Reality in New Product Development: State-of-the-Art, Challenges, and Opportunities.

- *Winter AMA Conference*: Special Session, invited by the *Journal of Interactive Marketing*, Nashville (2023)
- *Marketing Strategy Consortium*, *Texas A&M* (2022)
- *PDMA Doctoral Consortium, University of Tennessee* (2022)
- *VR/AR Association Roundtable (2022)*

Multi-Segment and Single Segment Sales Contests: Evidence from Field and Lab Experiments on their Effectiveness, *AMA Winter Educators' Conference*, Las Vegas, Special Session (2022).

Fractional CMOs: What Are They and When May They Be Best Used?

- Institute for the Study of Business Markets (ISBM) *B2B Research Webinar Series*; Penn State (2021)
- *Seminar Series* at University of Münster (2023)
- *AMA Winter Educators' Conference*, San Diego (2020), Special Session.

Marketing Excellence: What It Is and How to Implement It, Institute for the Study of Business Markets (ISBM) *Marketing Excellence Roundtable*, *Penn State* (2021).

Organizing for Cross-Selling, *The Thought Leadership on the Sales Profession Conference*, Stanford, Palo Alto (2019).

Enhancing Innovation Commercialization through Supervisor–Sales Rep Fit, *The Thought Leadership on the Sales Profession Conference*, Paris, 2017.

Self-Selected Incentives: Evidence from Two Field Experiments on how to Customize Sales Force Incentivizing, 2017 *AMA Winter Educators' Conference*, Orlando, (**Best Paper by Theme**).

SERVICE, FUNDS, AND REVIEWING

Service:	Co-Chair of the **2020 Marketing Strategy Consortium** Track Chair at the **2020 AMA Winter Educator Conference** Track Chair at the **2023 AMA Summer Educator Conference** Track Chair at the **2025 AMA Summer Educator Conference**
Funds:	**Research cooperation**: acquisition and implementation of various projects, selection listed below: - GfK SE: sales forecasting of innovative durables - Robert BOSCH GmbH: business model innovation - Global chemical supplier: sales force and innovation **Research Excellence Grant 2020** (UT Austin, 10.000 USD)
Reviewing:	**Associate Editor:** *Journal of Marketing Research (2025-)* **Editorial Board**: *Journal of Marketing (2023-), Journal of Marketing Research (2023-25), JAMS (2025-), Journal of Retailing (2022-), JPSSM (2023-)* **Ad-hoc Reviewer** at *POMS*, *IJRM, JNM*, and *JPIM*

INDUSTRY EXPERIENCE (SELECTION)

2012-2017	**Consulting: Homburg & Partner,** Mannheim (Free-lance Consultant) Area: Marketing & Sales
2011	**Consulting: Roland Berger Strategy Consultants,** Munich/Germany Area: Corporate Performance/Restructuring
2010	**Consulting: Accenture GmbH**, Munich/Germany Area: Management Consulting (Strategy)

MEDIA COVERAGE (SELECTION)

Academic Minute, audio summary "Virtual Reality Can Boost Firms' New Product Development" available at https://academicminute.org/2022/09/sebastian-hohenberg-university-of-munster-virtual-reality-can-boost-firms-new-product-development/.

Authority Magazine, interview on "The Future of The VR, AR & Mixed Reality Industries," available at https://medium.com/authority-magazine/makers-of-the-metaverse-sebastian-hohenberg-of-mccombs-school-of-business-on-the-future-of-the-vr-c0f09a4f230f.

wissen / leben: interview on "Fear of Change doesn't Get Us Anywhere," in German, available at https://www.uni-muenster.de/news/view.php?cmdid=13372.

Selling Power Magazine, guest article on "How to Use Self-Selected Incentives to Increase Sales," available at: https://www.sellingpower. com/2020/10/27/17635/how-to-use-self-selected-incentives-to-increase-sales.

Fox 7 News, interview on "Changing the Way to Market a Business," available at https://www.fox7austin.com/video/693358.

Wirtschaftswoche, guest article on "Virtual Reality in New Product Development" available at: https://www.wiwo.de/sebastian-hohenberg/24013884.html.

McCombs Big Ideas (2020), "A New Playbook for Marketing." Feature story available at: https://medium.com/texas-mccombs/a-new-playbook-for-marketing-77ede332d7da; interview available at: https://www.youtube.com/watch?v= RWRldbEFQ44 (based on the Journal of Marketing article on "Marketing Excellence"). Featured in Top 8 Business Lessons Learned in 2020: https://medium.com/texas-mccombs/8-business-lessons-we-learned-in-2020-264db073ecff.

The Incentive Research Foundation Quarterly (Spring 2019), coverage of the Journal of Marketing article on "Self-Selected Sales Incentives."

Blog of the Center for Services Leadership (Arizona State University): "Motivating Sales Reps for Innovation Selling in Different Cultures" (>1000 reads in the CustomerThink Community).

Strategy + Business Blog: Managers Need to Understand Their Sales Reps' Cultural Values (https://www. strategy-business.com/blog/Managers-Need-to-Understand-Their-Sales-Reps-Cultural-Values?gko=92a82)

LANGUAGES AND PROFESSIONAL AFFILIATIONS

Languages	German (native speaker), English (fluent), French and Thai (basic)
Affiliations	American Marketing Association (AMA) Verband der Hochschullehrer für Betriebswirtschaft (VHB) Reynolds and Reynolds Sales Leadership Institute (Texas A&M) Sales and Marketing Strategy Institute (SAMS Institute) Deutscher Hochschulverband (DHV) Marketing Center Münster (MCM) Marketing Alumni Münster (MAM) Circle of Excellence in Marketing (CEM)