



Prof.dr. Stefan Stremersch (Additional Faculty)

Stefan is professor of marketing at IESE Business School, Barcelona. Professor Stremersch's research is in the areas of innovation, marketing of technology and science, healthcare and pharmaceutical marketing, and international marketing.

His research is largely situated in high technology markets (ICT, Telecom, consumer electronics, and video games) and pharmaceuticals, and led to published articles in the major scholarly journals including, among others, the International Journal of Research in Marketing, the Journal of Marketing, the Journal of Marketing Research, Marketing Science and Management Science.

Professor Stremersch has won several prestigious awards including the Harold H. Maynard Best Paper Award from the Journal of Marketing, the J.C. Ruigrok Prize for the most productive young researcher in the social sciences in the Netherlands, awarded every four years to an economist, and the Rajan Varadarajan Early Career Award from the American Marketing Association in 2008. He is recognized as one of the most productive scholars in top journals in marketing.

He was editor-in-chief of International Journal of Research in Marketing (EMAC's flagship journal). He currently serves as associate editor at both Journal of Marketing and Journal of Marketing Research, and as a review board member of Marketing Science.

Stefan has guided several high performing PhD students, placed at universities such as Penn State University, Erasmus University Rotterdam, University of Grenoble, with dissertation work published in top journals such as Journal of Marketing, International Journal of Research in Marketing, and Marketing Science. He also teaches to two PhD courses at IESE business school on (1) research methodology and (2) marketing.

He has frequently consulted on innovation and marketing at C-suite level, advised innovation managers and innovation project teams, and offered executive education in marketing and innovation at many multinational firms (Alcatel-Lucent, Aliaxis, Baloise, Merck, Baxter, Heraeus, KLM, Michelin, Novartis, Rabobank, SABIC, SKF, Siemens, ...) for senior management. In these collaborations, he acts as the lead architect of the programs and safeguards the governance of the program in the company.

He has developed award-winning innovation processes that have generated substantial business value and patent flow. For example, in 2015, the German Industry Association gave its innovation award to Merck Innospire, one of the innovation and talent-development processes designed by Stefan in 2009, together with Merck. Merck is also a Gold Stevie winner as most innovative organization of the year.