

PERSONAL INFORMATION

Address: The University of Münster (WWU), School of Business & Economics, Chair of Digital Transformation, Schlossplatz 3, 48143 Münster, Germany
 Phone/ e-mail: +1 512 549-0213 / hohenberg@uni-muenster.de
 Research interests: Digital transformation, innovation & new technologies, marketing strategy, sales strategy & steering, and marketing management

ACADEMIC POSITIONS

Since 08/2022 **Full Professor: University of Münster (WWU), Germany**
 Chair of Digital Transformation and Co-director of the Center for Radical Change & Transformation, School of Business & Economics

2018-2022 **Assistant Professor of Marketing: The University of Texas at Austin, TX**
 McCombs School of Business, Department of Marketing

2015-2017 **Assistant Professor of Marketing: University of Mannheim, Germany**
 Area Marketing

2016 **Visiting Scholar at the University of Houston, TX**
 C.T. Bauer College of Business

2011-2015 **Research Assistant: University of Mannheim, Germany**
 Department of Business-to-Business Marketing, Sales & Pricing

EDUCATION

2015 **Ph.D. in Business Administration: University of Mannheim, Germany**
 Grade: summa cum laude

2011 **Business Administration: University of Mannheim, Germany**
 Master Degree

JOURNAL PUBLICATIONS

1. 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.
 - Selected coverage: Authority Magazine, Academic Minute
2. 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 best contribution to selling & sales management practice
3. 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
4. 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.
5. 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.
6. Hohenberg, S., Homburg, Ch. (2019), "Enhancing Innovation Commercialization through Supervisor–Sales Rep Fit," *Journal of the Academy of Marketing Science*, 47 (4), 681-701.
7. 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.

8. 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.

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

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)

Since 2019	Sales Strategy and Steering (Bachelor Program) Lecture, University of Texas at Austin.
Since 2018	Principles of Marketing (Bachelor Program) Lecture, University of Texas at Austin.
2014-2017	Marketing Management (Bachelor Program) Lecture, University of Mannheim, in German.
2016	Market Research/ Multivariate Data Analysis (Master Program) Lecture, University of Mannheim, in English.

TEACHING ACTIVITIES, SELECTION (EXECUTIVE EDUCATION)

2016	Sales Management (Workshop) Mannheim Business School, in English.
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)

Virtual Reality in New Product Development: State-of-the-Art, Challenges, and Opportunities; *Marketing Strategy Consortium, Texas A&M* (2022).

Virtual Reality in New Product Development: State-of-the-Art, Challenges, and Opportunities; *PDMA Doctoral Consortium, University of Tennessee* (2022).

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

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).

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

"Fractional CMOs: Do Firms that Are Exposed to Effective Marketing Become Better Marketers?" *2020 AMA Winter Educators' Conference, San Diego*.

“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**).

HONORS AND AWARDS

2022	Marketing Strategy Consortium Faculty Mentor , Texas A&M University
2022	PDMA Doctoral Consortium Faculty Mentor , University of Tennessee
2022	Research Excellence Award (UT Austin): Winner (\$ 2,500)
2021	Research Excellence Award (UT Austin): Nominee of the Marketing Department
2020	Shelby D. Hunt/Harold H. Maynard Award : Finalist
2019	Organizational Frontlines Research Symposium : Winner of the 3 rd Annual Young Scholar Research Competition (with Michael Ahearne, Yashar Atefi, and Zach Hall)
2019	Marketing Strategy Consortium Fellow , Indiana University
2018	Society of Teaching Excellence , University of Texas at Austin
2015	Research Excellence Award for the doctoral thesis, Stiftung Marketing, Mannheim

SERVICE, FUNDS, AND REVIEWING

Service	Co-Chair of the 2020 Marketing Strategy Consortium Track Chair at the 2020 AMA Winter Educator Conference Academic Research Manager of UT Austin’s Sales Leadership Program
Funds	Research cooperation : acquisition and implementation of various projects, selection listed below: - GfK SE: sales forecasting of innovative durables (180.900 EUR) - Robert BOSCH GmbH: business model innovation (67.500 EUR) - Global chemical supplier: sales force and innovation Research Excellence Grant 2020 (UT Austin, 10.000 USD)
Reviewing	Ad-hoc Reviewer at the <i>Journal of Marketing</i> , <i>Journal of Marketing Research</i> , <i>JAMS</i> , the <i>IJRM</i> , the <i>INTMA</i> , the <i>EJM</i> , and the <i>JPIM</i> Reviewing for Conferences : AMA and EMAC (since 2015)

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)

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-mcombs-school-of-business-on-the-future-of-the-vr-c0f09a4f230f>.

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>.

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).