

Frank Germann

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ACADEMIC EMPLOYMENT

Assistant Professor, University of Notre Dame, Department of Marketing, Mendoza College of Business, July 2012 – present.

EDUCATION

Doctor of Philosophy (PhD) in Business Administration (2012)

Smeal College of Business, The Pennsylvania State University, University Park, PA, USA

Master of Applied Statistics (2012)

Eberly College of Science, The Pennsylvania State University, University Park, PA, USA

Master of Business Administration (2005)

Mendoza College of Business, University of Notre Dame, Notre Dame, IN, USA

Diplom-Betriebswirt (FH) (2001)

Reutlingen University, Reutlingen, Germany

Diplôme d'Université (2000)

University of Savoy, Chambéry, France

Allgemeine Hochschulreife (Abitur) (1994)

Carlo-Schmid Gymnasium Tübingen, Germany

RESEARCH INTERESTS

My research interests are in the area of marketing strategy. Specifically, I am interested in how marketing actions (e.g., the use of marketing/customer analytics; advertising), marketing personnel (e.g., the chief marketing officer), and marketing assets (e.g., brands) influence firm performance.

REFEREED JOURNAL PUBLICATIONS¹

1. Germann, Frank, Gary L. Lilien, and Arvind Rangaswamy (2013), "Performance Implications of Deploying Marketing Analytics," *International Journal of Research in Marketing*, 30(2), 114-128.
***The article won the 2013 Best Paper Award of the *International Journal of Research in Marketing* and was selected by the Marketing Science Institute (MSI) for the Journal Selections initiative.
2. Germann, Frank, Rajdeep Grewal, William T. Ross, Jr., and Rajendra K. Srivastava (2014), "Product Recalls and the Moderating Role of Brand Commitment," *Marketing Letters*, 25(2), 179-191.
3. Germann, Frank, Gary L. Lilien, Lars Fiedler, and Matthias Kraus (2014), "Do Retailers Benefit From Deploying Customer Analytics?" *Journal of Retailing*, 90(4), 587-593.
***The article won the 2014 William R. Davidson Award (Honorable Mention), *Journal of Retailing*.
4. Germann, Frank, Peter Ebbes, and Rajdeep Grewal (2015), "The Chief Marketing Officer Matters!" *Journal of Marketing*, 79(3), 1-22.
***The article was featured in the idea watch section of *Harvard Business Review* (October 2015, p. 32). It was also a finalist of the 2015 Shelby D. Hunt/Harold H. Maynard award as well as the 2015 Marketing Science Institute/H. Paul Root award.
5. Garvey, Aaron, Frank Germann, and Lisa Bolton (equal contribution of first two authors) (2016), "Performance Brand Placebos: How Brands Improve Performance and Consumers Take the Credit," *Journal of Consumer Research*, 42(6), 931-951.
***The article was featured on the Today Show (NBC), NPR, CBC, Bloomberg Business, The Economist.com, Business Insider, Yahoo.com, GolfDigest.com etc.
6. Kang, Charles, Frank Germann, and Rajdeep Grewal (2016), "Washing Away Your Sins? Corporate Social Responsibility, Corporate Social Irresponsibility, and Firm Performance," *Journal of Marketing*, 80(2), 59-79.
***The article was featured by The Atlantic and other news outlets.
7. Sridhar, Shrihari, Frank Germann, Charles Kang, and Rajdeep Grewal (2016), "Relating Online, Regional, and National Advertising to Firm Value," *Journal of Marketing*, 80(4), 39-55.
***The article was selected by the Marketing Science Institute (MSI) for the Journal Selections initiative.

¹ Unless otherwise noted, author order is representative of relative contribution for all published papers.

PRACTITIONER-ORIENTED PUBLICATIONS

1. Fiedler, Lars, Frank Germann, Matthias Kraus, and Jesko Perrey (2013), “Koenig Kunde – Kapital Kundenwissen,” *Akzente* (German McKinsey&Co. journal), 3, pg. 24 – 29.
2. Perry, Jesko, Lars Fiedler, Julie Hayes, Matthias Kraus, Gary Lilien, and Frank Germann (2014), *McKinsey&Co. Marketing practice report*; “Using Customer Analytics to Boost Corporate Performance“.
3. Vetvik, Ole Jorgen, Lars Fiedler, Marcus Roth, Till Großmaß, Gary Lilien, and Frank Germann (2016), *McKinsey&Co. Marketing practice report*; “Why Customer Analytics Matter – And How to Improve its Value Contribution“.
4. Germann, Frank (2016), “The Chief Marketing Officer Matters! Even in B2B Firms...,” *ISBM Research Newsletter*, 9(2), pg. 2.

SELECTED INTERVIEWS

1. NPR morning edition, May 11, 2016, with Shankar Vedantam (<http://www.npr.org/2016/05/11/477607394/does-the-placebo-effect-influence-consumer-products>).

CONFERENCE PRESENTATIONS

1. Anderson, Steven, Frank Germann, and Rajesh Chandy “Marketing CEOs: Where Are They, and How Are They Different?” INFORMS Marketing Science Conference, Los Angeles, CA, June 2017.
2. Peter Ebbes, Frank Germann, and Rajdeep Grewal “Getting the Board on Board: A Key Driver of Marketing Power in Firms,” American Marketing Association Winter Educators’ Conference, Orlando, FL, February 2017.
3. Anderson, Steven, Frank Germann, and Rajesh Chandy “Marketing CEOs: Where Are They, and How Are They Different?” American Marketing Association Winter Educators’ Conference, Orlando, FL, February 2017.
4. Germann, Frank, Peter Ebbes, and Rajdeep Grewal “Influence of Peer Firms and Board Interlocked Firms on the Importance of Marketing in the Corporation,” European Marketing Academy (EMAC) conference, Oslo (Norway), June 2016.
5. Germann, Frank, Gary L. Lilien, and Lars Fiedler, Till Grossmass “Performance Implications of Customer Analytics: Perception vs. Reality,” European Marketing Academy (EMAC) conference, Oslo (Norway), June 2016.
6. Germann, Frank, Peter Ebbes, and Rajdeep Grewal, “The Chief Marketing Officer Matters!” European Marketing Academy (EMAC) conference, Leuven (Belgium), June 2015.

7. Germann, Frank, Gary L. Lilien, and Lars Fiedler, "Do Retailers Benefit From Deploying Customer Analytics?" European Marketing Academy (EMAC) conference, Valencia (Spain), June 2014.
8. Germann, Frank, Rajdeep Grewal, and Eelco Kappe, "Should Firms Invest in Advertising during Times of Low Consumer Confidence?" INFORMS Marketing Science Conference, Atlanta, GA, June 2014.
9. Germann, Frank, Gary L. Lilien, and Arvind Rangaswamy, "The Performance Implications of Deploying Marketing Analytics," American Marketing Association Winter Educators' Conference, Austin, TX, February 2011.
10. Germann, Frank, Gary L. Lilien, and Arvind Rangaswamy, "The Performance Implications of Deploying Marketing Analytics," ISBM Academic Conference 2010, Harvard Business School, Cambridge, MA, August 2010.
11. Germann, Frank, Rajdeep Grewal, William T. Ross, Jr., and Rajendra Srivastava, "When Bad Things Happen to Good Brands: Product Recalls and the Moderating Role of Brand Equity," Haring Symposium, Indiana University, Bloomington, IN, April 2010.
12. Germann, Frank, Rajdeep Grewal, William T. Ross, Jr., and Rajendra Srivastava, "When Bad Things Happen to Good Brands: Product Recalls and the Moderating Role of Brand Equity," American Marketing Association Winter Educators' Conference, New Orleans, LA, February 2010.
13. Hammerschmidt, Maik, Tomas Falk, Frank Germann, William T. Ross, Jr., and Hans H. Bauer, "Exploring the Brand Productivity Gap," American Marketing Association Winter Educators' Conference, New Orleans, LA, February 2010.

WORKING PAPERS

1. "Driving Customer Analytics from the Top", with Gary Lilien, Chris Moorman, Lars Fiedler, and Till Grossmass.
2. "Do Green New Products Drive (or Stall) Brand Distribution?" with Mitch Olsen and Meike Eilert.
3. "Under Armour vs. Overweight: Can Performance Brands Help Fight the Obesity Crisis?", with Aaron Garvey.
4. "Getting the Board on Board: A Key Driver of Marketing Power in Firms", with Peter Ebbes and Rajdeep Grewal.
5. "Marketing's Role during the Junk Crisis," with Rajdeep Grewal.

WORK IN PROGRESS

1. “Marketing CEOs: Where are They, and How are they Different?” with Steven Anderson and Rajesh Chandy.

***Recipient of Marketing Science Institute (MSI) research grant (#4000221).

HONORS AND AWARDS

- 2018 AMA-Sheth Foundation Doctoral Consortium Faculty, Leeds University
- 2017 James Dincolo Teaching Award, University of Notre Dame.
- 2017 *Journal of the Academy of Marketing Science* (JAMS) Best Reviewer Award.
- 2017 Marketing Science Institute (MSI) *Young Scholar*.
- 2017 Editorial Review Board (ERB) member of both the *Journal of Marketing* and the *Journal of the Academy of Marketing Science* (JAMS)
- 2015 Shelby D. Hunt/Harold H. Maynard award finalist, *Journal of Marketing*.
- 2015 Marketing Science Institute/H. Paul Root award finalist, *Journal of Marketing*.
- 2014 William R. Davidson Award (Honorable Mention), *Journal of Retailing*.
- 2014 James Dincolo Teaching Award, University of Notre Dame.
- 2013 Best Paper Award, *International Journal of Research in Marketing*.
- 2011 Ossian R. MacKenzie Teaching Award, Pennsylvania State University.
- 2011 AMA-Sheth Foundation Doctoral Consortium Fellow, Oklahoma State University.
- Scott Award for outstanding scholarship in Marketing, Department of Marketing, Pennsylvania State University (2010).
- Haring Symposium Fellow, Presenter, Indiana University (2010).
- Institute for the Study of Business Markets (ISBM) Scholarship, Pennsylvania State University (2010 - 2012).
- “Overall Best Conference Paper” Award (of approx. 200 papers), American Marketing Association Winter Educators’ Conference, New Orleans, LA, February 2010.
- “Best Paper in Brand Marketing and Communication Track” Award, American Marketing Association Winter Educators’ Conference, New Orleans, LA, February 2010.
- Best Comprehensive Examination Award, Department of Marketing, Pennsylvania State University (2009).
- Best Candidacy Examination Award, Department of Marketing, Pennsylvania State University (2008).
- Beta Gamma Sigma (Honorary Society).
- Hewlett-Packard STAR Award.

TEACHING

University of Notre Dame

Principles of Marketing (MARK 20100; class size per section: ~40).

Semester: Fall 2012, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Fall 2017

Average student evaluation: 4.8 (0 [very poor] – 5 [excellent])

***** Two times winner of the James Dincolo Teaching Award
(for academic years 2013/2014 and 2016/2017)**

Marketing Management (MARK 60100; class size per section: ~65; core MBA Marketing class).

Semester: Fall 2012, Fall 2013, Fall 2014, Fall 2015, Fall 2016, Fall 2017

Average student evaluation: 4.2 (0 [very poor] – 5 [excellent])

The Pennsylvania State University

Global Marketing (MKTG 445; class size per section: ~30).

Semester: Spring 2012

Average student evaluation: 6.8 (1 [very poor] – 7 [excellent])

Marketing Strategy (MKTG 450W; class size per section: ~30)

Semester: Fall 2010

Average student evaluation: 7.0 (1 [very poor] – 7 [excellent])

***** Winner of the Ossian R. MacKenzie Teaching Award
(for academic year 2010/2011)**

HEC Paris (France)

Marketing Management (PhD Seminar).

Semester: Spring 2016

Average student evaluation: 5.0 (1 [very poor] – 5 [excellent])

INVITED PRESENTATIONS (Post job market)

- Eberhard Karls University of Tuebingen (Germany), May 2013.
- European School of Business, Reutlingen University (Germany), June 2014.
- Case Western Reserve University (USA), October 2014.
- WHU Otto Beisheim School of Management (Germany), July 2015.
- Goethe University Frankfurt (Germany), June 2016.
- AMA-Sheth Foundation Marketing Doctoral Consortium (Notre Dame, USA), July 2016.
- 84.51° (formerly Dunnhumby), Cincinnati, OH (USA), August 2016.
- University of Kentucky (USA), June 2017.
- London Business School (UK), Marketing Research Camp, June 2017.
- Tilburg University (The Netherlands), Tilburg X-mas Camp, scheduled for December 2017.
- INSEAD (France), scheduled for January 2018.
- Karlsruhe Institute of Technology (Germany), scheduled for January 2018.
- McGill University (Canada), scheduled for February 2018

PROFESSIONAL ACTIVITIES

- **Editorial Review Board (ERB) Member**
 - *Journal of Marketing*
 - *Journal of the Academy of Marketing Science (JAMS)*
*** 2017 JAMS Best Reviewer Award
- **Ad-hoc reviewer/other reviewing**
 - *Journal of Marketing Research*
 - *Management Science*
 - *Production and Operations Management*
 - *International Journal of Research in Marketing*
 - *Journal of Retailing*
 - Associate Editor, 2017 Winter AMA conference
 - Track chair (marketing strategy), 2018 Summer AMA conference
- **Member**
 - American Marketing Association (AMA)
 - European Marketing Academy (EMAC)

INDUSTRY EXPERIENCE

2005 - 2007	Ethicon Endo-Surgery (Johnson&Johnson), Zurich, Switzerland <ul style="list-style-type: none">▪ Regional Sales Manager▪ Product Specialist
2002 – 2004	Hewlett-Packard, Barcelona, Spain <ul style="list-style-type: none">▪ European Quality Manager▪ Quality Leader (Internal Consultant II)
2001 – 2002	Hewlett-Packard, Böblingen, Germany <ul style="list-style-type: none">▪ Team Leader▪ Process Development Engineer
1996 – 2001	Work-study at Submicron Semiconductor Technologies/IBM (Germany) and internships at IBM (US), TNP (France) and Ford Motor Company (US)
1994 – 1995	German Red Cross, Tübingen, Germany <ul style="list-style-type: none">▪ Ambulance driver, school bus driver for children with disabilities, and lifeline technician in lieu of mandatory military service

REFERENCES

Rajdeep Grewal

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Kenan-Flagler Business School
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