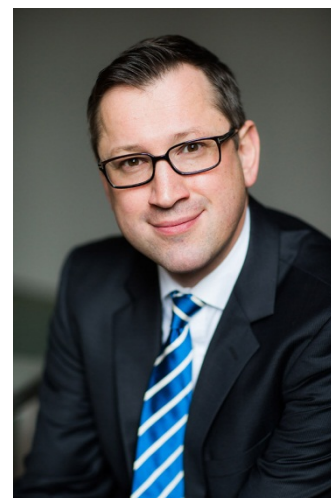


## Curriculum Vitae

### Ove Jensen

Ove and his doctoral assistants at the Chair of Sales Management and Business-to-Business Marketing are among the very few research teams that are fully dedicated to the sales function. His work brings a process management perspective to sales force leadership and a finance perspective to price negotiations.



#### Academic work

Ove studied business administration at the WHU, at Emory University in Atlanta and at EDHEC in Nice, France. He served as an Assistant Professor of Marketing on the faculty of Mannheim University, Germany. Supervisor of his Ph.D. and habilitation theses was Professor Christian Homburg. In 2007, Ove was the first WHU alumnus to return as a faculty member.

He has published in the Journal of Marketing and the Journal of the Academy of Marketing Science. He is a member of the editorial board of the Journal of Business-to-Business Marketing and the Journal of Personal Selling & Sales Management. He serves as an ad-hoc reviewer for such journals as the Journal of Marketing and the Journal of International Business Studies. His research has won several awards, including the Sheth Award for the Best Paper of the Year in the Journal of the Academy of Marketing Science. Ove has also received best teacher awards in WHU's Bachelor of Science and full-time MBA program.

#### Cooperation with companies

Ove is the host of the Campus for Sales community ([campus-for-sales.com](http://campus-for-sales.com), [youtube.com/campusforsales](https://youtube.com/campusforsales), [xing.com/net/campusforsales](https://xing.com/net/campusforsales)) and the editor of Springer's Sales Management Review. Before his academic career, he was managing director of a marketing & sales consulting firm with 70 employees. Today, he supports companies through seminars and consulting. More than 1000 executives have attended his seminars. Among his partners are and were 3M, Atos, BASF, Bosch, DB Bahn, Degussa/Evonik, Deutsche Bank, DHL Express, Dürr, Grundfos, Heidelberg, Henkel, Hilti, John Deere, K+S, Lafarge, L'Oréal, METRO, Multivac, Nobel Biocare, Saint-Gobain, Schuler, Storck, ThyssenKrupp, Veolia, and Vorwerk.