

## Application Form

Candidate Details			
Last Name:	Germelmann	First Name	Claas Christian
Nationality:	German		
Correspondence Address:	Prof. Dr. Claas Christian Germelmann University of Bayreuth Chair of Marketing & Consumer Behavior Universitaetsstr. 30 95447 Bayreuth, Germany		
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Current Employment			
Current Employer:	University of Bayreuth		
Position Held:	Full Professor for Business Administration and Chair of Marketing & Consumer Behavior; Director of the Bayreuth Graduate Centre for Law, Ethics, Business Management and Economics at the University of Bayreuth		
Brief description of duties: (max. 100 words)	I teach Strategic Marketing, Consumer Behavior and Experimental Methods on the Bachelor, Master, and Postgraduate Level. I further teach Sport Marketing at the MBA Sport Management. As Vice President of the University of Bayreuth Graduate School and Director of the Bayreuth Graduate Centre for Law, Ethics, Business Management and Economics I am responsible for overseeing and promoting the graduate edu-		

	<p>cation at the University of Bayreuth, for instance in the field of Sport Management. Since 2012, I have been visiting research guest professor at the Université de Lorraine.</p>
<b>EASM Board Criteria</b>	
<p>Please demonstrate your experience and competences with regards to the following criteria: <i>(max. 100 words per section)</i></p>	
<p><b>EASM Involvement:</b></p>	<p>I have been having the honor to serve EASM since 2015 as treasurer. Since then, I have for instance been actively involved in the EASM scientific committee, in the process of amending the Charter &amp; Bye-laws, and as board liaison for the 2017 EASM conference in Bern.</p>
<p><b>Strategic Management &amp; Leadership:</b></p>	<p>As a consultant for strategic marketing and branding I had the opportunity to help professional sports teams, large companies and start-ups to find digital and analogue strategies for growth and innovation. I want to share these experiences with the board in our quest for constant improvement of what EASM does for its stakeholders.</p>
<p><b>Learning &amp; Teaching:</b></p>	<p>One of the most important principles in my teaching is valuing interdisciplinarity to find innovative solutions for complex problems, e.g. in sport management. For these endeavours I was awarded the Academy of Marketing Science Lamb-Hair-McDaniel Outstanding Marketing Teacher Award 2017. With the Capstone</p>

	<p>Course Sports Marketing that I have developed for the Kelley School of Business, Indiana University, and University of Bayreuth, I let students experience real-life consulting tasks for sports teams and sports organisations.</p>
<p>Research &amp; Scholarly Activity:</p>	<p>My work is published in Marketing, Consumer Behaviour, and Sport Management journals (e.g., Journal of Service Management, Journal of Consumer Marketing, Advances in Consumer Research, ESMQ, and International Journal of Sports Marketing and Sponsorship). I received best conference paper awards 2015 by the AMS and 2017 by ANZMAC, and outstanding reviewer awards 2016 and 2017 by the Journal of Consumer Marketing. I am serving as Associate Editor for Buyer Behavior for the Journal of Business Research, and I work on multiple editorial review boards in the fields of Marketing and Advertising.</p>
<p>Practitioner &amp; Sport Industry Experience:</p>	<p>I work closely with the German National Basketball League team medi Bayreuth on marketing and sponsoring issues. Further, I serve as consultant for sponsors for selecting and activating sponsorships.</p>
<p>Internationalisation:</p>	<p>Having the chance to interact with scholars from around the world is one of the things I value most in academic life. I have introduced a diverse set of international guest professors to the marketing program at University of Bayreuth, and I am teaching as guest professor at France. I consider EASM to be an excellent platform for</p>

	international (and interdisciplinary) exchange and learning.
Marketing:	Well, that's an easy one: Marketing is my life! And sports management, of course.
Project Management:	I pride myself of having the reputation to finish all projects on time and within the cost estimate. I had the chance to organise large conferences and workshop series, and I have a long track of experience from running research projects (e.g., the project Smart Moving for encouraging students to be more active in the university setting, funding 600.000 €), and consulting projects.
Finance & Budgeting:	As treasurer of EASM I was always striving for spending the money wisely in the best interest of EASM members. Further, I developed a new system for organising the funding from EASM conferences that better shares risk between EASM and the conference organizers, and that incentivises conference organizers to win new target groups.
Legal:	Together with my colleagues on the board I was involved in the process of amending the EASM Charter and Bye-laws.



<p><b>Additional personal statement:</b> (max. 100 words)</p>	<p>EASM to me is the consequential friendly, open minded, dynamic, and truly great place for meeting new friends and starting new projects in the vibrant field of sport management. I wish to help EASM becoming an even better platform for the engagement of all members than ever before.</p>
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<b>Proposers &amp; Declaration</b>	
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<b>Proposer 1 - Name</b>	Vassil Girginov, Great Britain
<b>Proposer 2 - Name</b>	Herbert Woratschek, Germany

Please make yourself familiar the required criteria and competences for an EASM board member as well as §8.6 of the EASM By-laws:

- Nomination of candidates for election may be submitted by any two full or institutional members of EASM, who must be eligible to vote at the Annual General Meeting
- Nomination must be deposited with the General Secretary in writing by July 31 prior to the Annual General Meeting
- The nomination should specify whether the candidate has been nominated as an officer (President, Vice-President, General Secretary or Treasurer) or as an individual member of the board


### **Statement to be Signed by the Applicant**

Please complete the following declaration and sign it in the appropriate place below. If this declaration is not completed and signed, your application will not be considered:

*I agree that EASM can create and maintain computer and paper records of my personal data and a profile of my candidacy will be posted on the EASM website and presented during the Annual General Meeting*

*I confirm that all the information given by me on this form is correct and accurate and I understand that if any of the information I have provided is later found to be false or misleading, any offer of representing EASM as a Board member may be withdrawn or terminated.*

Signed:



Date:

2018-07-30

For any queries contact EASM at [stefan.walzel@easm.net](mailto:stefan.walzel@easm.net)