

Template for applicants for EASM Board elections 2019

Candidate Details	
Last Name:	Germelmann
First Name:	Claas Christian
Gender:	Male
Nationality:	German
Correspondence Address: * ¹	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, Germany
Position Held:	Full Professor and Chair in Marketing and Consumer Behavior
Brief description of duties: (max. 100 words)	As Chair, I am overseeing a team of five academic assistants, and administrative staff. I teach Marketing Management, Consumer Behavior, and Experimental Methods on the Bachelor, Master, and Postgraduate Level. I further teach Sport Marketing at the MBA Sport Management. Since 2017, I am heading the Capstone Course Sport Marketing Program of IU Kelley School of Business and the University of Bayreuth that I have developed. Since 2012, I have been visiting research guest professor at the Université de Lorraine.
EASM Board Criteria	
Please demonstrate your experience, skills and competences with regards to the following criteria: (max. 100 words per section)	
Current & previous EASM Involvement:	I have had the honor to serve EASM since 2015 as treasurer, and as Vice President since 2018. Since then, I have for instance been actively involved in the

¹ All details marked with * will not be made publicly available. These data are required for the case of questions and internal communication.

	EASM scientific committee, in the process of amending the Charter & By-laws, and as board liaison for the 2017 EASM conference in Bern and 2019 EASM conference in Seville.
Strategic Management & Leadership:	As managing Partner of The Ringsight, a consultancy for strategic management, marketing, and branding, I have 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.
Learning & Teaching:	One of the essential principles in my teaching is valuing interdisciplinarity to find innovative solutions for complex problems, e.g., in sport management. For these endeavors, I was awarded the Academy of Marketing Science Lamb-Hair-McDaniel Outstanding Marketing Teacher Award 2017. With the Capstone Course Sports Marketing that I have developed for the Kelley School of Business, Indiana University, and the University of Bayreuth, I let students experience real-life consulting tasks for sports teams and sports organizations.
Research & Scholarly Activity:	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, Sport Management, and Advertising. Together with Tim Ströbel, I am

	<p>co-editor of the 2020 ESMQ special issue on “Exploring new routes within brand research in sport management.”</p> <p>I am heading the EASM Sport Management library project since 2018.</p>
Practitioner & Sport Industry Experience:	<p>I work closely with the German National Basketball League team <i>medi bayreuth</i> on marketing and sponsoring issues. Further, I serve as consultant for sponsors for selecting and activating sponsorships.</p>
Internationalisation:	<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 the University of Bayreuth, and I am teaching as guest professor at France. I consider EASM to be an excellent platform for international (and interdisciplinary) exchange and learning. My aim on the field of internationalisation is to strengthen the relationship with WASM by creating a joint global project with low barriers to join and to contribute to that is relevant to both EASM and WASM members.</p>
Marketing:	<p>I am celebrating 30 years in Marketing in 2021—and I still feel after all these years that Marketing is exactly what I love doing.</p>
Project Management:	<p>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. I was a partner in the Horizon 2020 application “Communicating the social sciences of sport.”</p>

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 transparent system for calculating the brand royalties EASM receives the conference LOCs. This novel pricing system better shares risk between EASM and the conference organizers, and it incentivizes conference organizers to win new target groups.
Legal:	I was very actively involved in the process of amending the EASM Charter and By-laws. Further, I am helping to monitor EASM's legal risk exposure (e.g., related to international tax issues, or Brexit).
Additional personal statement: (max. 100 words)	EASM to me is the consequential friendly, open-minded, dynamic, and great place for sharing ideas, 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.
Nominees & Declaration	
Nominee 1 – Full Name, Email & Phone number	Karen Danylchuck, karendan@uwo.ca , +1 519-661-2111
Nominee 2 – Full Name, Email & Phone number	PG Fahlström, pergoran.fahlstrom@lnu.se , +46 470 708055
Nominee 3 – Full Name, Email & Phone number	Vassil Girginov, Vassil.Girginov@brunel.ac.uk , +44 (0)1895 266811

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 (excluding correspondence address, contact telephone number, email address, and skype address) and a profile of my candidacy will be posted on the EASM website and if necessary 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.

Please enclose a portrait picture in high resolution to your application, free of rights.

Signed:



Date:

2019-07-22