



## About IMD

IMD is one of the world's leading business schools with over 60 years of experience in developing the leadership capabilities of international business executives at every stage of their career. In Executive Education, IMD is ranked #1 in Open Programs (FT 2012 and 2013). Our MBA program is #1 worldwide in Leadership (BW 2012) and #1 in Europe for International Faculty (FT 2012).

Every year some 8,000 executives, representing almost 100 nationalities, attend more than 20 open-enrolment executive development programs (including intensive MBA and Executive MBA programs) as well as company-specific partnership programs.

We offer pioneering and collaborative solutions to our clients' business requirements and encourage an open attitude towards learning and growth. Direct access to senior executives around the world allows us to conduct research that combines managerial relevance with conceptual rigor.

IMD's state-of-the-art campus is located on the shores of Lake Geneva in Lausanne, Switzerland, 40 minutes by road or rail from Geneva International Airport. Lake Geneva is surrounded by the Alps and is considered to be one of the most beautiful regions in Europe. Home to many international organizations and global corporations, Lausanne is also one of the most international places in the world

To reinforce the team, we are looking for an

### **Professor in Marketing with focus on FMCG (Coca-Cola Chair) and Retailing (Open Rank) – 100%**

#### **The Position**

The Professor of Marketing will have specific focus of fast-moving consumer goods and Retailing. The person will also hold the Coca-Cola Chair and will have privileged access to the Coca Cola Company.

For further information about what it is like to be a faculty member at IMD, please visit:  
<http://www.imd.org/fac>

## Ideal profile

Successful candidates will have a proven track record of teaching senior executives or the potential to become a successful executive educator, and will bring a highly-innovative, managerially-relevant research agenda. A Ph.D. is required as is the ability to teach in English.

Successful candidates will feel comfortable interacting with senior managers in an international setting and publish regularly in internationally renowned academic and practitioner journals. Commitment to working in a collegial and collaborative environment that emphasizes team work is essential.

Ideal candidates for the appointment as Coca-Cola Professor of Consumer Marketing will, in addition to the above mentioned skills, have:

- Expertise in the fast-moving consumer goods industry.
- Good publication record with focus on marketing or consumer marketing.
- Ability to interact with senior executives of international companies both to develop further research projects and co-create programs relevant to the industry.
- Experience in developing and managing programs for multinational companies.

For further information, please contact Professor Robert Hooijberg, Director of Faculty, on + 41-21-618 0172

## How to apply

Please send your application (motivation letter and academic CV including publication list and references) directly to IMD, Faculty Recruiting Committee, attn. Marianne Rothenbuehler, [marianne.rothenbuehler@imd.org](mailto:marianne.rothenbuehler@imd.org). We recruit in different hubs around the world (Singapore, Brazil, India, Shanghai).