



Faculty Recruiting: Professor of Marketing

The International Institute for Management Development (IMD) has been pioneering leadership development for nearly 80 years. Founded by business for business, we are an independent university institute with Swiss roots and global reach. Operating from Lausanne with strategic hubs in Singapore, Shenzhen, and Cape Town, IMD works with 19,000+ executives from 120+ countries annually. Our 145,000+ alumni form a powerful global network. Consistently ranked among the world's top business schools, IMD bridges cutting-edge research with real-world application to help leaders solve problems, scale solutions, and drive impact. Real Learning for Real Impact.

To further expand its faculty at **the IMD main campus in Lausanne Switzerland** IMD invites applications for the position of **Professor of Marketing**. IMD recruits world class faculty members who are thought leaders in their fields, have experience engaging with senior executives, and have a global mind-set. We seek a marketing scholar who brings rigorous insight into one of the following marketing core domains:

- Consumer research
- B2B marketing
- Brand management
- Customer Centricity
- Digital Marketing
- Global Marketing
- Marketing Analytics and AI
- Marketing Management
- Marketing Strategy

and who can translate this expertise into actionable guidance for senior leaders in global organizations.

Academic environment

IMD has over 60 faculty members with expertise on topics of management, international business, accounting, economics, finance, operations, marketing, organisational behaviour, strategy and entrepreneurship, innovation and more. IMD does not have departments by specializations or subject areas, nor a tenure system.

There is just one rank of faculty (“Professor”). IMD Professors create inspiring learning environments with and for senior executives by building on their scholarly knowledge, practical understanding of management, using executive level pedagogy and continuous innovation in the design of teaching materials and programs. In the latest Financial Times ranking, IMD’s work with global clients was recognized with the #1 spot in Custom Programs worldwide.

IMD Professors are strong team players committed to embodying IMD’s vision, mission and organizational values. As an academic institution, IMD’s proximity to the world of business and its experience of and focus on hands-on executive development and organizational transformation provides a deeply valuable resource for its research activities. IMD Professors are committed to conducting rigorous, relevant, insightful and actionable research which leads to publications in top refereed and practitioner journals.

Job requirement

Successful candidates will need to be accomplished in crafting a research agenda that results in top-quality research publications and feel comfortable interacting with (senior) executives in a pedagogical setting. Commitment to working in a collegial and collaborative environment that emphasizes teamwork is essential. Key responsibilities include the following:

- Teaching: Program development, program direction, teaching & delivery, advisory activity.
- Research: Active engagement in thought leadership, including publication (peer-reviewed academic & practitioner journals and books) and development of pedagogical material (cases, simulations, and exercises).
- Client Engagement: Engaging with clients to develop program and advisory opportunities based on a deep understanding of business challenges.
- Citizenship: Active contribution to peer development, institution-building and governance.

Applicant profile

Successful candidates should be at least at the Associate Professor level, and need to have:

- An established research profile in their topic of expertise evidenced by publications in respected peer-reviewed journals. A doctorate in an academic area relevant for their field from a well-regarded research institution is a pre-requisite.
- A strong teaching record with **at least three years of executive education** and a commitment to teaching excellence and innovation that is consistent with the demands of modern business education.
- Experience engaging with senior executives to help them navigate shifting markets, build customer centric strategies, and drive sustainable growth

The ability to teach in English is a must; experience living or working in multiple countries is a plus. Candidates should have excellent communication, organisation and interpersonal skills, with the ability to work independently as well as part of a team.

What we offer

IMD offers a competitive salary as well as an attractive package consisting of a generous research budget, research and administrative assistance. Moreover, our modern campuses provide faculty with a state-of-the-art teaching and high-quality research infrastructure. IMD is an equal opportunity employer and particularly welcomes applications from individuals with diverse backgrounds. IMD offers help with relocation and

integration assistance for new faculty members. Furthermore, IMD facilitates new faculty recruits and their families with generous relocation support and faculty members have opportunities for personal and professional development throughout their appointment at IMD.

How to apply

Applications should consist of the following: a cover letter explaining why you are interested in and suitable for IMD and a full curriculum vitae, including a complete list of publications and teaching experience. The application should be submitted in electronic form to IMD Faculty Office (e-mail: FacultyCandidate@imd.org). The applications will be reviewed on the rolling basis and the post will remain open until filled.

For more information about IMD **and other Faculty Positions** please visit :
<https://www.imd.org/faculty/recruitment/>