



Professor Dr Wolfgang Merkle

Professor of Marketing & Management at UE and President of the Hamburg Marketing Club

Wolfgang Merkle has 25 years of management experience with activities in the Otto Group, as Managing Director for ZARA and Massimo Dutti, as Chief Marketing Officer (CMO) at Galeria Kaufhof and as Divisional Board Member Retail for D/A/CH and Director Coffee and Chief Marketing Officer at Tchibo.

Today, he teaches marketing and management at UE and, in parallel, is an independent consultant for strategic management and President of the Marketing Club Hamburg.

His topics:

- E-commerce versus stationary trade
- Sustainability in the economy

Wolfgang Merkle in Media:

THE FUTURE OF RETAIL - Handelsblatt-Journal
Retail in hypercompetition - Retail Merchandiser
(retail-merchandiser.com)