

CV NIKLAS WOERMANN,  
PhD, M.A. oec, M.A. soc.

as per 04/20

## CURRENT POSITION

Associate Professor, Consumption, Culture and Commerce  
Dept. of Marketing & Management University of SouthernDenmark, Odense

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## RESEARCH EXPERIENCE

Visiting Associate Professor (Winter 18)  
Department of Sociology, The University of Chicago

Assistant Professor of Marketing  
Dept. of Marketing & Management University of Southern Denmark, Odense

Postdoc  
Dept. of Marketing & Management University of Southern Denmark, Odense

Associate Researcher in Sociology; DFG Priority Program“Mediatized Worlds”  
with Prof. Karin Knorr Cetina University of Constance

Research Assistant; Research Cluster “Cultures, Institutions, Markets”  
with Prof. Thomas Eberle University of St. Gallen

Research Assistant; Cluster of Excellence “Sociology of Financial Markets”  
with Prof. Karin Knorr Cetina University of Constance

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## EDUCATION

PhD in Sociology (summa cum laude)  
University of St. Gallen St.Gallen, Switzerland  
- Thesis: Seeing Style. Intelligibility, Visual Order, and Social Practices  
Supervisors: Prof. Thomas Eberle & Prof. Hubert Knoblauch (TU Berlin)  
- Visiting PhD Student at Lancaster University  
Supervisor: Prof. Elizabeth Shove; scholarship by the Swiss National Foundation

Master of Arts in Sociology  
University of Constance Constance, Germany  
- M.A. soc. (grade in top 1%)  
- Thesis: “Theories of social practices and social systems. A comparison”  
Supervisor: Prof. Andreas Reckwitz; with distinction  
- Scholarship of merit for academic excellence by the state of Baden-Württemberg

Master of Arts in Marketing, Services & Communication Management  
University of St. Gallen St.Gallen, Switzerland  
- M.A. oec. HSG;  
- Thesis: “Trendsetting in Marketing. An ethnographic study of the music industry”; with distinction

Bachelor of Arts in International Management  
University of Applied Sciences Karlsruhe Karlsruhe, Germany  
- B.B.A.;  
- Diploma in Business Ethics; with distinction  
- Thesis: “A systems-theoretical perspective on process-management consulting at DaimlerChrysler”

Abitur (A-Level)

Christianeum Hamburg, Germany

-Maria-Wolters-Prize by the Foundation for the Cultivation of the German Language

-Behrendsen-Mommsen-MaimonAward for Entrepreneurship

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## WORK EXPERIENCE

Dr. Krüger & EQUITY brand consulting

Consultant, qualitative consumer research & brandstrategy Hamburg, Germany

DaimlerChrysler AG

Corporate Business Process Consulting Stuttgart, Germany

Mercedes-Benz Turk A.S.

Marketing & Sales Passenger Cars Istanbul, Turkey

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## ENTREPRENEURSHIP

Co-Founder & Director Marketing togedda.com

- Development of an event-based social network St. Gallen, Switzerland

Founder ScholarTech

- Marketing and administration for web design and IT-services Hamburg, Germany

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## ACADEMIC COMMUNITY SERVICE

European Research Council (ERC), peer reviewer

Journal of Consumer Research, Editorial Review Board

Marketing Theory, Review Board

Journal of Marketing Management, Editorial Board

Consumption, Markets and Culture, Book Review Editor

Ad-hoc reviewer for AJS, JM, BMJ, EJM, CMC, and Current Anthropology; conferences such as ACR, EMAC, CCT, EASST, and ICR; as well as for Sage Publications

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## LANGUAGES

German native

English fluent

Danish advanced

Spanish intermediate