

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

as per 010/17

## CURRENT POSITION

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

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

Associate Researcher in Sociology; DFG Priority Program "Mediatized Worlds"  
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-Maimon Award for Entrepreneurship

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## RESEARCH EXPERIENCE

Assistant Professor of Marketing  
Dept. of Marketing & Management University of SouthernDenmark, Odense

Postdoc  
Dept. of Marketing & Management University of SouthernDenmark, Odense

Researcher; DFG Priority Program "Mediatized Worlds"  
with Prof. Karin Knorr Cetina University of Constance/University of Chicago

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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## WORK EXPERIENCE

Dr. Krüger & EQUITY brand consulting  
Consultant, qualitative consumer research & brand strategy 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

Journal of Consumer Research, Editorial Review Board

Marketing Theory, Review Board

Consumption, Markets and Culture, Book Review Editor

Ad-hoc reviewer for numerous journals such as AJS, JM, JMM, 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

Spanish intermediate

Danish intermediate