



Univ.-Prof. Dr. Anton Meyer

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From 1993 till 2021, Univ.-Prof. Dr. Anton Meyer was head of the marketing department, Munich School of Management at the Ludwig-Maximilians-University Munich ([http:// www.lmu.de/](http://www.lmu.de/)). As a pioneer in the German speaking area he has been involved in scientific research regarding customer orientation, market- and resource-based management, service marketing, sales and brand management as well as quality of life for more than 40 years. This is reflected by numerous publications in recognized international and national scientific journals and practical media, speeches and projects on these topics. His recently published book “Always Ahead mit Offensivem Marketing”, demonstrates the offensive marketing approach in great detail using many real-life examples from businesses.

Univ.-Prof. Dr. Anton Meyer and his team bridge the gap between science and practice and support this exchange with the Fördergesellschaft Marketing (FGM e.V.), one of the largest Marketing networks in Germany. Every year’s highlight is the Munich Marketing-Symposium on forward-looking Marketing topics with 400 to 800 visitors. (www.marketingworld.de).



Academic Career

Since 2021	Retired
Since 1994	FGM Fördergesellschaft Marketing Spokesman of the board of management (member since 1980)
1993 -2021	Ludwig-Maximilians-University Munich Chair of marketing and head of the marketing department
2003-2005	Ludwig-Maximilians-University Munich Vice dean of the Munich School of Management and head of the department for business administration
2002-2004	Ludwig-Maximilians-University Munich Member of the senate
2001-2003	Ludwig-Maximilians-University Munich Dean of the Munich School of Management and head of the department for business administration
1992-2001	The German Customer Satisfaction Index (from 1998: Kundenmonitor Deutschland – Qualität und Kundenorientierung – Jahrbuch der Kundenorientierung in Deutschland) co-initiator and academic director
1990-1993	Johannes Gutenberg-University Mainz Chair of marketing
1989	Habilitation as Dr. rer. pol. habil. Topic: Liberal professions and business administration; Universität Augsburg; Univ.-Prof. Dr. Paul W. Meyer
1983	Doctorate as Dr. rer. pol Topic: Foundations of Service Marketing - Approaches of a Service-Specific Marketing Theory; University Augsburg; Univ.-Prof. Dr. Paul W. Meyer
1979-1989	University Augsburg Research associate; chair of business administration; Univ.-Prof. Dr. Paul W. Meyer
1974-1979	University Augsburg Studies in business administration at the faculty for economic and social sciences; University Augsburg (Dipl. oec.)



Research Focus

- Always Ahead with Offensive Marketing
- Market-based management and integrated marketing
- Market research and strategic marketing
- Quality of life und customer satisfaction
- Customer orientation and customer management
- Service management
- Brand management (branding)
- Trade marketing and finance marketing

Selected Memberships

- Chair of the jury for the CMO of the Year Award (Germany) - Hosted by Serviceplan
- Scientific advisory board of the HAM Hochschule for applied management
- German Academic Association for Business Research and the Schmalenbach Society
- Advisory-, schooling- and expert activities for national and international companies
- German and American Marketing association as well as the ISQA (International Service Quality Association)