

In good conscience – Brands & Business

20.4.2023

Location: Hochschule für Wirtschaft und Recht Berlin-
Berlin School of Economics and Law
Campus Schöneberg
Haus B Aula
Badensche Straße 50–51
10825 Berlin (Germany)

Program

- 18:00 – 18:15: Prof. Dr. **Andreas Zaby** (president HWR Berlin): Opening speech
- 18:15 – 18:35: Prof. Dr. **Carsten Baumgarth** (HWR Berlin, B*lab): „Brückenbau Marke“ – 5 impulses on brand & sustainability
- 18.35 – 19:15: Dr. **Sebastian Stricker** (Co-Founder of ShareTheMeal & share): “10 Years of Building Purpose Brands and Companies. Motivation, experiences and what's next?”
- 19:15 – 20:00: Prof. Dr. **Nicholas Ind** (Kristiania University College, Oslo) and Prof. Dr. **Oriol Iglesias** (Associate Professor and Head of the Marketing Department at ESADE Business School): Talk & book presentation „In good conscience: Do the right thing while building a profitable business“
- 20:00 – 21:00: Get-together & Book signing



Your Speakers



Prof. Dr. Carsten Baumgarth is a Professor of Brand Management at the Berlin School of Economics and Law and Adjunct Professor at the Ho-Chi-Minh-City Open University (Vietnam). Carsten has published more than 400 papers and books with a focus on brand management, B2B marketing, sustainable marketing, arts marketing and empirical methods. Carsten's work has been published in *Industrial Marketing Management*, *Journal of Business Research*, *European Journal of Marketing*, *Journal of Product & Brand Management* and *International Journal of Arts Management*, among others. Carsten co-founded the Institute for Sustainability in Berlin (2012) and the Expert Council Technology Brands (2015). In 2020, he launched the Instagram Science Channel "Brückenbau Marke" (@prof.baumgarth).

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Prof. Dr. Nicholas Ind is a Professor at Kristiania University College, Oslo. Previously Nicholas ran Icon Medialab's brand consultancy arm in Sweden, had his own consultancy in the UK, was a Director of a design group and an Account Director in an advertising agency. Nicholas is the author of sixteen books, that have been published in nine different languages, and articles in a wide variety of journals. He has been a consultant to *adidas*, *The Economist*, *Telenor*, *Telia*, *Foreign and Commonwealth Office*, *Greenpeace International* and *WWF*, among others. Nicholas is a former Director of the Design Business Association (UK), a member of the advisory board of *Corporate Reputation Review* and the editorial board of the *Journal of Brand Management*. Since 2009 he has been a Visiting Professor at ESADE, Barcelona and Edinburgh Napier University. He was a founder member of the Medinge Group - an international branding think tank.

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Prof. Dr. Oriol Iglesias is an Associate Professor and Head of the Marketing Department at ESADE Business School (4th in the World for Executive Education Teaching and 8th Marketing Department in the World according to the Financial Times). He is a member of the Scientific Committee of the *Global Brand Conference* and member of the Editorial Board of the *Journal of Brand Management*. His research has been published in top international academic journals. Oriol has also consulted and/or developed company trainings for worldwide leading firms from many different sectors, such as *Porsche*, *Audi*, *Volkswagen*, *Telefónica*, *HP*, *Nestlé*, *Sara*

Lee, Banco de Santander, PwC, Ogilvy, etc. Before joining ESADE he was Partner and CEO of *Wakaa Networks*, a consultancy firm specialized in the field of strategic marketing, for seven years. In parallel, he was also a Partner and CEO at *El Terrat Online*, a firm which produces TV programs, films and theatre plays. Previously, he was Senior Consultant first, and then General Manager, at *ATI-Markefin*. He began his career working in the Marketing Department at *Xerox*.

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Dr. Sebastian Stricker is a co-founder and former CEO of ShareTheMeal and share. The 2 organizations have invested over 100 million euros to date in the fight against hunger and poverty, helping more than 10 million people. Previously, Sebastian worked for the United Nations in Rome and West Africa, the Clinton Foundation in Dar es Salaam, and the Boston Consulting Group in Vienna.

Website: <https://share.eu/>



Prof. Dr. Andras Zaby is a Professor of International Management and has been serving as the President of HWR Berlin since 2016. Prior to joining academia, he worked as a management consultant for *Bain & Company* in Munich and Zurich and subsequently co-founded a biopharmaceutical company based in Munich and Chapel Hill, North Carolina. He was the company's CFO for eight years. Andreas's research and teaching interests include venture capital financing, licensing and economic incentives for orphan drugs as well as management of high-technology companies and entrepreneurship. He is the chairman of UAS7, an association of seven leading universities of applied sciences in Germany, the deputy chairman of the Berlin Rectors' Conference, and is on the boards of the DAAD, the German International University Egypt and the Lee Shau Kee School of Business (Hong Kong Metropolitan University).

This event is free of charge and a joint event of



Hochschule für
Wirtschaft und Recht Berlin
Berlin School of Economics and Law



More information and registration:

https://connect.esadealumni.net/s/lt-event?language=en_US&id=a7f5J000000br5j&site=a6a1o0000008Tb5AAE

