



Marketing Expert

Thomas Jendrosch is a renowned marketing expert and sought-after management trainer. He is a media, consumer and behavioural researcher.

The research focus of the professor of business psychology lies in the areas of customer centricity, consumer psychology and behavioural research.

After studying economics at the Universities of Wuppertal and Cologne as well as a few semesters of medicine in secondary studies at the University of Düsseldorf, he completed his doctorate at the University of Wuppertal on a trend-setting behavioural approach in marketing research.

After working in industry and at the Rationalisierungs-Kuratorium der Deutschen Wirtschaft (RKW), he was appointed professor of business psychology and management at the ISM in Dortmund in the mid-1990s. Today Prof. Dr. rer. oec. Dipl.-Ök. Jendrosch works at the FH Westküste, Heide.

Topics (Selection):

- Boss neuroses & employee quirks
- Find & keep your customers!
- Marketing in the Metaverse: People, media & opportunities
- Adjusting the crown: Impulse lecture for women in leadership positions
- Customer Empowerment: Megatrend Customer Participation
- Trust as a key currency
- Customizing: the customer's need for individualisation and personalisation
- Powered by Emotions: The Power of the Brand
- Hidden Needs: the hidden desires of your customers
- Leading with charisma!
- Morals or money? What employees expect from modern leadership