

OLIVER KOLL

Born: March 5, 1972
Partner: Andrea
Two children: Leonie (2002), Emil (2005)

CURRENT POSITIONS

| | |
|---|------------|
| Professor Marketing University of Innsbruck, Austria | since 2018 |
| Strategic Insights Consultant (part-time) Europanel London, UK | since 2003 |
| Partner and Founder IMARK - Strategy Consulting Innsbruck, Austria | since 2001 |

FORMER POSITIONS

| | |
|--|-----------|
| Professeur Adjoint Marketing HEC Montreal, Canada | 2001-2002 |
| Lecturer and Post-Doc Research Fellow Marketing and Branding Leopold-Franzens-University of Innsbruck, Austria | 1996-2017 |

EDUCATION

| | |
|--|------|
| Habilitation (Venia Docendi) in Business Administration Leopold-Franzens-University Innsbruck, Austria Thesis: The Relevance of Stakeholder Thinking in Marketing | 2016 |
| Dr. rer.soc.oec. in Business Administration (summa cum laude) Chairs: Hans Mühlbacher & Arch Woodside Leopold-Franzens-University Innsbruck, Austria Thesis: Stakeholder Value Creation and Firm Success | 2001 |
| Master of Business Administration (Dean's List) A.B. Freeman School of Business, Tulane University, New Orleans, USA New Orleans, USA | 1996 |
| Magister in International Business (summa cum laude) Leopold-Franzens-University Innsbruck, Austria Majors: Marketing and Finance | 1994 |

TEACHING EXPERIENCE

University Programs

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|---|--------------------------------|
| HEC Montreal, Canada | |
| MSc Program: | Marketing and Distribution |
| MBA Program: | Marketing Management |
| | Marketing Research |
| BAA Program: | Marketing Management |
| University of Innsbruck, Austria | |
| Undergraduate: | Strategy and Marketing |
| | Value Creation Systems |
| | Marketing Management, |
| | Cases in Marketing |
| | Interdisciplinary Case Studies |
| Graduate: | Marketing Strategy |
| | Intercultural Brand Building |
| | Brand Monitoring |
| PhD: | Research Seminar |
| Groupe ESC Brest, France | |
| Undergraduate: | International Marketing |
| Vienna University of Economics, Austria | |
| Undergraduate: | International Marketing |
| | Global Services Marketing |
| University of Monaco, Monaco | |
| Undergraduate: | Strategic Brand Management |

Executive Programs

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|--------------------------------------|--------------------------------------|
| MCI Innsbruck, Austria | Market Research |
| | Strategy&Marketing |
| | Marketing Performance Assessment |
| Schloss Hofen, Austria | Market Research |
| | Brand Monitoring |
| | Marketing Performance Assessment |
| EURAC, Italy | Strategic Branding |
| Europanel/GfK/Kantar, UK | Recent Advances in Marketing Science |
| Lorange Business School, Switzerland | Qualitative Marketing Research |
| LIMAK Business School, Austria | Market Entry Strategies |

RESEARCH INTERESTS

Brand Equity Management and Measurement
Stakeholder Marketing
Positioning Strategies
Brand Meaning Creation in Stakeholder Networks
Performance Measurement/Management
Brand Portfolio Decisions and their Effectiveness

PUBLICATIONS IN REFEREED JOURNALS

Karine Raies, Reinhard Grohs, Oliver Koll, Hans Mühlbacher
Comment développer des marques fortes ? Une approche par les configurations des associations de la
marque

Décisions Marketing (in press)

Hans Mühlbacher, Karine Raies, Reinhard Grohs, Oliver Koll
Drivers of Brand Strength: Configural Paths to Strong Cognitive Brand Equity
Journal of Business Research, 2016, Vol 69 (8), 2774-2780

Reinhard Grohs, Karine Raies, Oliver Koll, Hans Mühlbacher
One Pie, Many Recipes: Alternative Paths to High Brand Strength
Journal of Business Research, 2016, Vol 69 (6), 2244-2251

Bas Hillebrand, Paul Driessen, Oliver Koll
Stakeholder Marketing: Theoretical Foundations and Required Capabilities
Journal of the Academy of Marketing Science, 2015, Vol 43 (4), 411-428

Oliver Koll, Sylvia von Wallpach
Intended Brand Associations: Do they Really Drive Brand Response?
Journal of Business Research, 2014, Vol 67 (7), 1501-1507

Barbara Deleersnyder, Oliver Koll
Destination Discount: A sensible road for national brands?
European Journal of Marketing, 2012, Vol 46 (9), 1150-1170

Oliver Koll, Sylvia von Wallpach, Maria Kreuzer
Multi-Method Research on Consumer-Brand Associations: Comparing Free Associations, Storytelling, and
Collages
Psychology & Marketing, 2010, Vol 27(6), 584-602

Oliver Koll, Sylvia von Wallpach
One brand perception? Or many? The heterogeneity of intra-brand knowledge
Journal of Product and Brand Management, 2009, Vol 18 (5), 338-345

Barbara Deleersnyder, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, Oliver Koll
Win-Win Strategies at Discount Stores
Journal of Retailing and Consumer Services, 2007, Vol 14, 309-318

Oliver Koll, Arch Woodside, Hans Mühlbacher
Balanced vs focused responsiveness to core constituencies and organizational effectiveness
European Journal of Marketing, 2005, Vol. 39 (9/10), 1166-1184

Alain d'Astous, Antonella Carù, Simon P. Sigué, Oliver Koll
Moviegoers' Use of Film Reviews in the Search for Information: A Multi-Country Study
International Journal of Arts Management, 2005, Volume 3 (3)

Christine Vallaster, Oliver Koll
Participatory Group Observation: A Tool to Analyze Strategic Decision Making
Qualitative Market Research: An International Journal, 2002, Vol 5 (1), 40-57

Arch Woodside, Oliver Koll, Ulrike Stix, Hans Mühlbacher
Consumers' Self-Forecasts of Behavioral Changes Following Energy Price Increases
Association of Consumer Research Proceedings, 1999, ed. Arnould, Scott, Vol 26, 58-62

BOOKS/RESEARCH REPORTS

Oliver Koll, Richard Herbert, Maria Kreuzer, Robert Wade
Brands and Consumer Trust
European Brand Association, British Brands Group, 2015

Piers Berezai, Oliver Koll and Jan-Benedict E.M. Steenkamp
Assessing and Fighting the Private Label Threat in Europe
Business Insights Report, 2009

Oliver Koll, Barbara Deleersnyder
Brands at Discounters
Business Insights Report, 2007

Barbara Deleersnyder, Marnik G. Dekimpe, Jan-Benedict E.M. Steenkamp, O. Koll
Win-Win Strategies at Discount Stores
Marketing Science Institute's Working Paper Series, 2006, Report 06/109

Jan-Benedict E.M. Steenkamp, Inge Geyskens, Katrijn Gielens, Oliver Koll
Fighting Private Label
Business Insights Report, 2005

Katrijn Gielens, Allan Breese, Jan-Willem Grievink, Oliver Koll
Retailer Profile: Private Label in Carrefour
Business Insights Report, 2005

Oliver Koll
Stakeholder Value Creation and Firm Success
in A. Woodside (ed.) **Industrial Marketing and Purchasing** (Vol. 12), Elsevier, 2003, pp. 141-262.

BOOK CHAPTERS/REVIEWS

Christoph Antretter, Oliver Koll, Hans Mühlbacher
Business System Monitoring
Handbuch Controlling and Consulting, 2006, pp. 25-52.

Oliver Koll
Review of Robert S. Kaplan, David P. Norton: The Strategy-Focused Organization (2001), HBS Press
Journal of Business Research, 2002, Vol. 55/6, pp. 531-532.

Eva Thelen, Oliver Koll, Hans Mühlbacher
Prozessorientierte Messung von Kundenzufriedenheit in hochintegrativen Geschäftsbeziehungen
In: H. Woratschek (ed.): **Neue Aspekte des Dienstleistungsmarketing**, DUV, 2000, pp.155-172.

Eva Thelen, Oliver Koll, Hans Mühlbacher
Prozessorientiertes Management von Kundenzufriedenheit,
In: Hans Hinterhuber, Kurt Matzler (ed.): **Kundenorientierte Unternehmensführung**, Gabler, 2000.

Oliver Koll
Stakeholder Management: Eine sinnvolle Alternative zum Shareholder Value?
Wirtschaftspolitische Blätter, 1999, Vol. 46, Issue 6, 565-572.

DOUBLE BLIND REVIEWED CONFERENCE PAPERS

2018

- Oliver Koll, Reinhard Grohs, Karine Raies, Hans Mühlbacher
Asymmetric Drivers of High and Low Brand Equity
47th European Marketing Academy Conference, Glasgow, UK
- Oliver Koll, Reinhard Grohs, Hans Mühlbacher, Karine Raies
High Equity Brands don't need many, favorable, unique, and shared associations
AMA Winter Educators' Conference, New Orleans, USA

2017

- Oliver Koll, Maria Kreuzer
Recipes for Brand Loyalty in the Car Industry: Does a bad part spoil the taste?
GIKA Conference, Lisbon, Portugal
- Oliver Koll, Sylvia von Wallpach
Making sense of Stakeholder Brand Reputations: A Venn-diagram approach to visualize cross-stakeholder homogeneity and fit with intended reputation
COBIIR Conference, London, UK

2016

- Oliver Koll, Hans Mühlbacher, Karine Raies, Reinhard Grohs
Brand Association Patterns Driving High Brand Strength
World Marketing Congress, Academy of Marketing Science, Paris, France

2015

- Hans Mühlbacher, Karine Raies, Reinhard Grohs, Oliver Koll
Brand Association Facets: Interaction Patterns leading to Brand Strength
GIKA Conference, Valencia, Spain
- Reinhard Grohs, Karine Raies, Oliver Koll, Hans Mühlbacher
One Pie, Many Recipes: Alternative Paths to High Brand Strength
GEIM Conference, Taipei, Taiwan
- Reinhard Grohs, Oliver Koll, Karine Raies, Hans Mühlbacher
Does Context Matter? The Stability of Association Patterns Driving High vs Low Brand Strength
French-Austrian-German Workshop on Consumer Behaviour, Bayreuth, Germany

2014

- Reinhard Grohs, Oliver Koll
Uniqueness and consensus: Two important facets of brand associations?
AMA Summer Educators' Conference, San Francisco, USA
- Bas Hillebrand, Paul Driessen, Oliver Koll
Stakeholder Marketing and Resulting Organizational Capabilities
43rd European Marketing Academy Conference, Valencia, Spain
- Bas Hillebrand, Paul Driessen, Oliver Koll
Stakeholder Marketing
AMA Winter Educators' Conference, Orlando, USA

2012

- Oliver Koll, Maria Kreuzer
Do method and context explain low stability of brand associations? No!
Academy of Marketing Science Conference, New Orleans, USA
- Oliver Koll, Sylvia von Wallpach, Sophia Platzgummer
The Impact of Brand Consensus on Brand Response
41st European Marketing Academy Conference, Lisbon, Portugal

2011

- Oliver Koll, Maria Kreuzer
Low stability of brand associations – are method and context to blame?
AMA Winter Educators' Conference, Austin, USA
(Best Paper Research&Metrics Track)

- Oliver Koll
The role of stakeholder theory in marketing
40th **European Marketing Academy Conference**, Ljubljana, Slovenia
- Oliver Koll, Maria Kreuzer
How Method and Context Affect the Stability of Brand Associations
40th **European Marketing Academy Conference**, Ljubljana, Slovenia
- Oliver Koll, Sylvia von Wallpach
Monitoring stakeholder brand knowledge: How to track consensus and match
40th **European Marketing Academy Conference**, Ljubljana, Slovenia
- Oliver Koll, William Martin
The discount channel: A threat to brand equity?
Society of Marketing Advances Conference, Memphis, USA

2010

- Oliver Koll, Sylvia von Wallpach
How Facets of Unaided Brand Knowledge Affect Consumer Response
39th **European Marketing Academy Conference**, Copenhagen, Denmark

2009

- Oliver Koll, Klaus Darbo
Champagne in the wrong chain? How selling through discounters affects brand image
Society of Marketing Advances Conference, New Orleans, USA

2008

- Barbara Deleersnyder, Oliver Koll
Campaign in the Wrong Chain? National Brands' Success at Discount Stores
Marketing Science Conference, Vancouver, Canada
- Oliver Koll, Sylvia von Wallpach
Brand Meaning across Cultural and Organizational Boundaries
AMS Cultural Perspectives in Marketing Conference, New Orleans, USA
- Sylvia von Wallpach, Oliver Koll
Do they think what we want them to think? – Evaluating the fit between brand identity and reputation across multiple stakeholders
Brand, Corporate Identity & Reputation Conference, Academy of Marketing, Atlanta/GA

2007

- Oliver Koll, Barbara Deleersnyder
Brand Listings in Discounters: Will consumers switch brand or store?
36th **European Marketing Academy Conference**, Reykjavik, Iceland
- Sylvia von Wallpach, Oliver Koll
Stakeholder Brand Reputations: What do they have in common?
36th **European Marketing Academy Conference**, Reykjavik, Iceland
- Sylvia von Wallpach, Oliver Koll
The Formation of Brand Reputation: A Stakeholder Perspective
Thought Leaders Conference, Birmingham, UK
- Oliver Koll, Andrea Hemetsberger, Elisabeth A. Pichler, Sylvia von Wallpach
The Nature and Social Dynamics of Brand Interest Groups
Thought Leaders Conference, Birmingham, UK

2006

- Barbara Deleersnyder, Jan-Benedict E.M. Steenkamp, Marnik G. Dekimpe, Oliver Koll
Win-win strategies at discount stores
35th **European Marketing Academy Conference**, Athens, Greece

2005

- Barbara Deleersnyder, Jan-Benedict E.M. Steenkamp, Marnik G. Dekimpe, Oliver Koll
Win-win strategies at discount stores
INFORMS Marketing Science Conference, Emory University, Atlanta, USA

2004

- Barbara Deleersnyder, Jan-Benedict E.M. Steenkamp, Marnik G. Dekimpe, Oliver Koll
Win-win strategies at discount stores
MSI/JMR Academic-Practitioner Collaborative Research Conference, Yale, New Haven, USA

2002

- Oliver Koll, Christoph Antretter, Hans Mühlbacher
A constituency perspective of brand equity
31st European Marketing Academy Conference, University of Minho, Braga, Portugal

2001

- Oliver Koll
Organizational Performance and Stakeholder Management
30th European Marketing Academy Conference, Bergen, Norway

2000

- Oliver Koll
Relationship Quality and Company Performance
5th Research **Conference on Relationship Marketing**, Emory University, Atlanta, USA
- Pierre Vallette - Florence, Oliver Koll, Guenther Botschen
Inter-Market Segmentation based on Means-End Chains
AMS Multicultural Marketing Conference, Hong Kong

1999

- Oliver Koll, Sylvia Mathis
Environmental Management Systems: Which Stakeholders Are We Marketing To?
AMA Summer Educators' Conference, San Francisco, USA
- Pierre Vallette-Florence, Oliver Koll, Guenther Botschen
Inter-Market Segmentation based on Cognitive Structures of Consumers: A Perceptual Space Approach
AMA Summer Educators' Conference, San Francisco, USA
- Guenther Botschen, Martina Botschen, Oliver Koll
User-Oriented Approaches to Service Design
6th Conference on **Recent Advances in Retailing and Services Science** in Puerto Rico
- Eva Thelen, Oliver Koll, Hans Mühlbacher
Prozessorientierte Messung von Kundenzufriedenheit in hochintegrativen Geschäftsbeziehungen
Dienstleistungs-Workshop, Bayreuth, Germany
- Eva Thelen, Oliver Koll, Hans Mühlbacher
Process Oriented Measurement of Customer Satisfaction in the Business-to-Business Sector
28th European Marketing Academy Conference in Berlin, Germany
- Guenther Botschen, Martina Botschen, Wolfgang Rigger, Oliver Koll
The Attraction of Aesthetic Atmospherics
28th European Marketing Academy Conference in Berlin, Germany

1998

- Guenther Botschen, Martina Botschen, Oliver Koll
The Concept of Sustainability and its Effect on Quality Perception
5th Conference on **Recent Advances in Retailing and Services Science** in Baveno, Italy

1997

- Guenther Botschen, Eva Thelen, Oliver Koll
Customer-Specific Expectations and Motivations in Luxury Brand Consumption
6th Symposium on **Cross-Cultural Consumer and Business Studies**, Honolulu, HI, USA
- Oliver Koll
Stakeholder Orientation: The Key to Success?
Doctoral Colloquium of the **27th European Marketing Academy Conference** in Warwick, UK

CASE STUDY

Swarovski Crystal: A Sparkling Path to Growth

(basis for a European case study competition with some 50 teams from 30 European universities)

CONSULTING EXPERIENCE

IMARK - Strategy Consulting

Dannemann, Europanel, Swarovski, Sandoz, VA Tech, Hafen Linz Gruppe, Liebherr, Brückner, Lindner, Zumtobel, Dr. Schär, Feintechnik, SOS Kinderdorf, Südtiroler Volksbank, Silhouette, Wüstenrot, Grass, Österreich Werbung, IKB, Oberbank, Hypo Landesbank Vorarlberg, Getzner Werkstoffe, Rogner Resorts, Stahlbau Pichler, Innsbruck Town Marketing, Tridonic (among others)

Europanel/AiMark

P&G, Unilever, Henkel, Heinz, Ferrero, CPW, PepsiCo, Kraft, Bird's Eye Iglo, Müllermilch, Jacobs Douwe Egberts

INDUSTRY CONFERENCE KEYNOTE PRESENTATIONS

AIM: European Brand Association, Brussels (2003-2004, 5 events)
Dutch Brand Association, NL (2003)
Europanel Forum, Marbella, Spain (2003)
Turkish Retail Association, Istanbul, Turkey (2003)
Dutch Trade Marketer's Association, Rhenen, NL (2004)
IRI Benelux User Day, NL (2004)
GfK Belgium User Day, Brussels (2004)
Europanel Forum, Malta (2004)
GfK Germany Private Label Conference, Nuremberg (2004)
GfK Austria Private Label Conference, Vienna (2004)
ESOMAR Retailing Conference, Budapest, Hungary (2005)
Europanel Forum, Athens, Greece (2005)
AiMark Summit, London (2005)
Bosnian Retail Summit, Sarajevo (2006)
Unternehmer-Gespräche Kronberg, Germany (2006)
EMD 2nd Buyers Meeting, Amsterdam, NL (2006)
Croatian Retail Forum, Zagreb, Croatia (2006)
Europanel Forum, Mallorca, Spain (2006)
AiMark Summit, London (2006)
PETS Global Conference, Copenhagen, Denmark (2007)
ZDS Pet Food Update, Solingen, Germany (2007)
Tierheimkongress, Wiesbaden, Germany (2007)
Handelsmarkenkongress, Wiesbaden, Germany (2008)
Croatian Retail Forum, Zagreb, Croatia (2009)
Europanel Forum, Valencia, Spain (2009)
PETS Global Conference, Hamburg (2010)
GfK Shopper Jaarcongres, Utrecht (2011)
Europanel Forum, Budapest, Hungary (2011)
Europanel Forum, Cascais, Portugal (2012)
GfK Client Day, Brussels, Belgium (2013)
ECR Conference, Brussels, Belgium (2013)
AIM Industry Meeting, Brussels, Belgium (2013)
Europanel Forum, Venice, Italy (2013)
ECR Austria Conference, Vienna, Austria (2013)
GfK Retailing Day, Nuremberg, Germany (2014)
Danish Brand Association, Copenhagen, Denmark (2015)
AIM European Brand Association Board Meeting, Brussels, Belgium (2015)
Oxford Economic Forum, Oxford, UK (2015)
British Brand Group, London, UK (2015)
Norwegian Brand Association, Oslo, Norway (2015)
Brand Management Conference, Prague, Czechia (2015)
French Brand Association, Paris, France (2015)
AIM European Brand Association Board Meeting, Brussels, Belgium (2016)
GfK Client Day, Nuremberg, Germany (2016)
Oxford Economic Forum, Oxford, UK (2016)
BG20 AiMark Summit, Dongen (2016)

BG20 AiMark Summit, Dongen (2017)

Scanmar User Day, Utrecht (2017)

KantarWorldpanel Regional Meeting, Panama City, Panama (2017)

KantarWorldpanel Client Day, Buenos Aires, Argentina (2018)

Numerous in-house presentations and seminars

(e.g. P&G, Unilever, Henkel, Heinz, Velux, Ferrero, Swarovski, CPW, Müllermilch, Vandemoortele, SCA, Mars, PepsiCo, Nestle, Kraft, Jacobs Douwe Egberts, Europanel, Masterfoods, Alpro, Google, Ontex, Dr. Oetker, TechnoAlpin, GfK, IRI, Telekom Austria, etc)

LANGUAGES

German, English (professional level); French, Italian, Spanish (basic)