

Research profile

Education

since 10/2016 PhD Student German Sport University Cologne

2011-2012 Master of Science Sport Management, Loughborough University, UK

2007-2010 Bachelor of Arts Sport Management, Ostfalia University of Applied Sciences

Career

since 10/2016 Researcher and Lecturer, German Sport University Cologne

2015-2016 Head of Corporate Culture, Employee & Customer Happiness/Hapiness Manager, Decathlon

London, UK

2012-2015 Customer Loyalty Team Manager, Decathlon London, UK

08/2012-11/2012 Human Resources Intership External communication and Amployer branding, Decathlon London,

UK

2010-2012 Sport and Event Marketing Internship & Freelancer, eich marketing consulting Siegen, Germany

2010-2011 Media- & Event Coordinator, The Africaid Trust "WhizzKids United" Durban, South Africa