

EXPERT DISCUSSION

Trade: Where will the growth in value come from in future?

Kerstin Marzahn, senior head of department of personnel development, Kaiser's Tengelmann GmbH

Ms Marzahn has been responsible for personnel development at Kaiser's Tengelmann GmbH since August 2008.

In this function she reports to the divisional management Human Resources national. Her areas of responsibility comprise the strategic development and orientation of personnel development areas as well as the conceptual design, standardisation and implementation of suitable personnel development tools and measures e.g. for the development of executives, the development of junior staff or the training marketing. She is responsible for advising executives with further training measures and individual development plans.

Before Ms Marzahn transferred to her current position, she had already been entrusted with various tasks and functions in personnel development within the company since 1984 – both on a regional and national level.



Univ.-Prof. Dr. Hanna Schramm-Klein, holder of the chair for marketing and Vice-Rector for Co-operations, International Affairs and Marketing at the University of Siegen



Univ.-Prof. Dr. Hanna Schramm-Klein studied Business Administration and International Economics at the Justus-Liebig-University in Gießen. From May 1998 she was a research assistant and after passing her doctorate at the Faculty of Law and Economic Studies at the University of the Saarland, Saarbrücken, on the topic of "Multi-Channel-Retailing", from November 2002 she was research assistant at the chair for business administration studies, in particular Foreign Trade and International Management, the University of the Saarland of Univ.-Prof. Dr. Joachim Zentes and at the same time at the Institute for Trade & International Marketing (H.I.M.A.) and speaker at the European Institute of the University of the Saarland (MBA Europe Programme).

Please see
overleaf

She completed her post-doctoral qualification in 2008 with a thesis regarding location strategies of trading companies. Since 2009 she has been the holder of the chair for marketing of the University of Siegen. Since April 2010 (re-elected in October 2015) as Vice-Rector for Co-operations, International and Marketing she has been a member of the university management of the University of Siegen.

Ms Schramm-Klein was among others guest lecturer at universities in St. Gallen, Dublin, Graz, Santiago de Chile and Lyon. Her research fields include aspects of the national and international trade marketing, trade management and consumer goods marketing as well as logistics for trade and consumer goods.

Ms Schramm-Klein's research is very practice-oriented and consistently designed on an empirical level. She places the focus on the derivation of management implications and therefore on the ability for practical implementation. Ms Schramm-Klein has managed more than 40 practically-oriented (contract) research projects already so far, took over the leadership and execution of several BMVBS, BMBF, BMWI, BFN projects and the leadership and execution of consulting projects with well-known companies from the field of industrial goods, consumer goods and trade as well as public institutions. Examples in this respect are Coop Switzerland, GS1 Germany, dm drogerie markt, Lidl, Edeka, the Krombacher Brewery, T-Systems, RWE, Otto, Goodyear Dunlop, WMF, the Karlsberg Brewery, the cities of Saarbrücken, Siegen, Sulzbach and the district of Siegen-Wittgenstein as well as the region of South Westphalia. She is currently setting up the "laboratory for the future in retail trade" in South Westphalia together with the Chamber of Commerce Arnsberg and the Chamber of Commerce Hagen.

Ms Schramm-Klein is an active member of several supervisory or advisory bodies and specialist associations. She is a regular speaker at research and practical conferences as well as company-internal strategy programmes.

She is the author of more than 150 monographies and specialist articles, and a member of the Editorial Review Board of international trade journals such as e.g. the Magazine Management International Review (mir) and Journal of Marketing – Theory and Practice or the Journal of Consumer Policy. As an expert marketing and trade researcher she has in particular dealt with aspects of consumer behaviour, of consumer goods marketing, of international marketing, however with the focus on trade marketing and sales channel management (in particular omni- or multi-channel-retailing) and has created a multitude of relevant publications in this respect.

Prof. Dr. Hanna Schramm-Klein is the professor for marketing and Vice-Rector for Co-operations, International and Marketing at the University of Siegen. As a trade expert she conducts research among others relating to online and cross-channel trading.

**Michael W. Glück, REWE - michaels weinwelt,
R-Kauf Märkte GmbH & Co. KG**

Born in 1956 in Neuwied/Rhine, 3 brothers
Divorced / 1 child



- 1962 Secondary school qualification level 1
- 1971 Apprentice as an office machine mechanic with a qualification
 - parallel: Assistant Toom Markt Neuwied wine department !!
- 1974 German army
- 1975 Service technician for copying systems
 - Hobby : ice hockey
 - Turned his hobby into his profession: Assistance at the ice skating rink in Neuwied
After one year assistant already to the rink management ice skating rink in Neuwied
 - Four further stations in Germany followed.
- Evening school in Koblenz
 - Secondary modern school qualification [equivalent to GCSE qualification]
 - Specialist abitur [equivalent to A levels]
- 1981 Joined the Rewe company
 - Reduced apprenticeship as a trained retail salesman
- 1984 Self-employment
 - REWE Rengsdorf on 800 m²
 - 2010 new building of REWE Rengsdorf (1500 m²)
(implementation of the passion for wine and spirits on the area)
 - Training in wine: WSET 2 + WSET 3
- Hall of Fame :
 - Best wine department in Germany 2014
 - Best spirits department in Germany 2015
 - Winner of German fruit prize Rheinland Pfalz 2015
 - German Wine Institute : Best German wine department in the food retail trade in Germany 2015
 - Supermarket of the year 2015 Top 100
 - Supermarket of the year 2016 Top 100
- Political activity and voluntary office:
 - Member of the full meeting Chamber of Commerce Koblenz
 - Chairman on the examination board for the food retail trade Chamber of Commerce Koblenz
 - Chairman of the friends' association of the Food Academy Neuwied
 - Member of the MLF
 - Member of the wine committee REWE West TEK
- Hobby:
 - Carneval
 - Prince leader 2016-2017
 - Attila of the Group of hunns

Sport: 2 x Cologne marathon
Currently golf

Passions: 1.FC Köln football club and everything relating to wine