

# Jörg Niessing

Affiliate Professor of Marketing



## Contact | Publications

- Expectation Biases as Neuropsychological Basis for Branding” (German original title: Expectation Biases als neuropsychologische Grundlage des Markenmanagements), **Gabler Verlag, August 2010** (*Chapters In Book*)
- The Relative Strength of Affective Commitment in Securing Service Relationships, *Journal of Business Research* Vol. 59, N°12, pp 1207-1213, **November 2006** (*Journal Articles*)

Joerg Niessing is an Affiliate Professor of Marketing at INSEAD and excels in bridging academia and the business world. He holds a PhD in Marketing from the University of Muenster. Besides his academic career Joerg brings over 12 years of consulting experience building leading brands and delivering profitable growth through distinctive customer insights and data analytics. His diverse background includes marketing and branding strategy, marketing analytics, digital & social media marketing, and customer relationship management across a broad range of industries in different countries.

At INSEAD, Joerg focuses on (“big”) data analytics, marketing analytics and brand management and develops and teaches courses in these areas. He is also the Director of INSEAD eLab, the research and analytics center at INSEAD that focuses on the intersection of data analytics, customer insights and new technology. Joerg gives talks and consults for a number of organizations in his area of expertise.

Before joining INSEAD Joerg worked as an Associate Partner at Prophet; a strategic brand and marketing consultancy. At Prophet he has worked with companies to uncover and activate actionable customer insights through the application of customized research & analytics methods. He developed in-depth experience in market evaluation, segmentation, brand positioning, value proposition, brand equity & valuation, brand portfolio management, social media strategy & analytics, and marketing effectiveness for clients such as Mondelez, eBay, United Healthcare, PepsiCo, T-Mobile, United Airlines, Samsung, Electrolux, Cisco Systems, and Swarovski.

Before joining Prophet, Joerg was a managing director at the Marketing Center Muenster. During this time he led several marketing projects in strategy development, brand management, and customer relationship management for a variety of German DAX companies including BMW, Deutsche Post, Volkswagen, Lufthansa and Deutsche Bahn.

---

### Research Areas

Brand Management; Marketing Management; Market Research and Consumer Insights; Marketing Effectiveness & Analytics.

---

### Teaching

Brand Management; Marketing Management; Marketing and (Big) Data Analytics; Digital & Social Media Strategy and Analytics.