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Curriculum Vitae

1996 Parkview JR/SR Highschool, Orfordville, Wisconsin, USA

2000 Abitur, Städtisches Helmholtz-Gymnasium Hilden

2000 - 2001 Military Service

2001 MetalChem Handel GmbH, Hilden (vocational training)

2002 - 2003 TRIMET Handel AG, Düsseldorf (vocational training)

2003 - 2008 Business Administration Studies at the University of Münster

2005 San Diego State University, California, USA

2008 - 2012 Postgraduate Studies at the University of Münster

2012 - 2018 Post-Doctoral Researcher at the University of Münster

Since 2018 Lecturer & Researcher at the Chair of Technology Marketing,
ETH Zürich

Research Focus

Generative Artificial Intelligence, Customer Relationship Management, Consumer Behavior, Retailing

Publications

VHB-Ranking A+

Tillmanns, S.; Ter Hofstede, F.; Krafft, M.; Goetz, O. (2017): How to Separate the Wheat from the Chaff: Improved Variable Selection for New Customer Acquisition, *Journal of Marketing*, Vol. 80 (2), pp. 99-113.

VHB-Ranking A

Boyd, E.; Sese, J.; Tillmanns, S. (2023): The design of B2B customer references: A signaling theory perspective, *Journal of the Academy of Marketing Science*, Vol. 51 (3), pp. 658-674.

Viswanathan, V.; Tillmanns, S.; Krafft, M.; Asselmann, D. (2018): Understanding the Quality-Quantity Conundrum of Customer Referral Programs: Effects of Contribution Margin, Extraversion, and Opinion Leadership, *Journal of the Academy of Marketing Science*, Vol. 46 (6), pp. 1108-1132.

Pick, D.; Thomas, J.; Tillmanns, S.; Krafft, M. (2016): Customer Win-Back: The Role of Attributions and Perceptions in Customers' Willingness to Return, *Journal of the Academy of Marketing Science*, Vol. 44 (2), pp. 218-240.

Krafft, M.; Götz, O.; Sotgiu, F.; Mantrala, M.; Tillmanns, S. (2015): The Evolution of Marketing Channel Research Domains and Methodologies: An Integrative Review and Future Directions, *Journal of Retailing*, Vol. 91 (4), pp. 569-585.

Kumar, V.; Aksoy, L.; Donkers, B.; Venkatesan, R.; Wiesel, T.; Tillmanns, S. (2010): Undervalued or Overvalued Customers: Capturing Total Customer Engagement Value, *Journal of Service Research*, Vol. 13 (3), pp. 297-310.

VHB-Ranking B

Noormann, P.; Tillmanns, S. (2017): Drivers of Private-Label Purchase Behavior Across Quality Tiers and Product Categories, *Journal of Business Economics*, Vol. 87 (3), pp. 359-395.

VHB-Ranking C

Tillmanns, S.; Wissmann, J. (2012): Kundenbindungsprogramme: State of the Art und Forschungsperspektiven, *Marketing ZfP*, Vol. 34 (3), pp. 227-244.

Götz, O.; Tillmanns, S. (2011): Ein empirischer Vergleich von Kundenbindungs determinanten im Business-to-Business-Bereich, *Marketing ZfP*, Vol. 33 (2), pp. 111-132.

Book Chapter

Tillmanns, S.; Krafft, M. (2022): Logistic Regression and Discriminant Analysis, in: Homburg, C., Klarmann, M., Vomberg, A. (Eds.), *Handbook of Market Research*, pp. 329-367, Springer.