

## Curriculum Vitae

### Tim Kraemer



#### Personal Details

---

Date of Birth                      October 24, 1982  
Place of Birth                     Roth, Germany  
Nationality                        German

#### Education

---

- 02/2009 - present                **Chair of Electronic Commerce, Goethe-University of Frankfurt, Germany**  
Research Assistant / Ph. D Student at the chair of Professor Bernd Skiera
- Doctoral thesis: “Investments in Two-Sided Markets”
  - Ph. D courses: Marketing Performance Measurement (grade: 1.3, approximate equivalent: A), Advanced Research Methodology and Measurement (grade: 1.3, approximate equivalent: A)
- Projects with **Deutsche Telekom AG**, Darmstadt, Germany
- Project: Introduction of a recommender system for IPTV
  - Project: Efficiency and success factors of online video advertising
- 09/2010 - 12/2010                **University of Technology Sydney, Australia**  
Visiting Scholar at the School of Marketing
- 10/2003 - 10/2008                **Otto-Friedrich-Universität Bamberg, Germany**  
Studies: European Business Administration, bilingual orientation
- Diploma, final grade: Ø 1.5 (approximate equivalent: A)
  - Major subject: Marketing (grade: 1.2, approximate equivalent: A)
- Diploma thesis:** “Business Models and Major Markets of Leading Internet Companies”, in collaboration with **Accenture GmbH**, Düsseldorf, Germany
- Grade: 1.3 (approximate equivalent: A)
- 08/2005 - 06/2006                **Corvinus University of Budapest, Hungary**  
Exchange year at the International Studies Center
- Erasmus Scholarship
- 08/1993 - 06/2002                **Freie Waldorfschule Wendelstein, Germany**
- Final grade: Ø 1.2 (approximate equivalent: A)
  - Major subjects: English, Geography

#### Work Experience

---

- 12/2007 - 02/2008                **BBDO Consulting GmbH, Munich, Germany**  
Internship, Marketing consultancy
- Project: Web 2.0 strategy for a leading financial services firm

- 08/2007 - 11/2007      **PricewaterhouseCoopers AG**, Frankfurt, Germany  
Internship, Management consultancy  
• Project: Valuation of firm portfolio for a leading private equity firm
- 07/2006 - 10/2006      **Garrison Group Kft.**, Budapest, Hungary  
Internship, Marketing consultancy  
• Project: Market entry strategy Central Europe for Starbucks  
• Project: Marketing strategy for a financial services firm

## Engagement

---

- 06/2007 - 05/2008      **JCNetwork e.V.**, Karlsruhe, Germany  
Head of Marketing, Umbrella organisation of junior enterprises  
• Development and implementation of the Marketing strategy  
• Lecturer for strategic marketing
- 09/2002 - 07/2003      **Diakonisches Werk Schwabach e.V.**, Germany  
Civilian service
- 08/2000 - 06/2002      **Freie Waldorfschule Wendelstein**, Germany  
Founder and editor of the student magazine

## Workshops

---

- 05/2011      Doctoral Colloquium by **PricewaterhouseCoopers AG**  
05/2011      Workshop “Case Race 2011” by **Volkswagen Consulting**  
03/2011      Doctoral Colloquium by **Bayer Business Consulting**  
06/2008      Workshop “Talent Meets Media“ by **Bertelsmann AG**  
03/2007      Workshop “Student Award 2007” by **PricewaterhouseCoopers AG**

## Publications

---

- 03/2011      **Kraemer / Hinz / Skiera (2011):** “Measuring the Economic Success of IT Investments in Two-Sided Markets”, Under Review.
- 12/2010      **Kraemer / Hinz / Skiera (2010):** “Return on IT Investments in Two-Sided Markets”, *Proceedings of the 21st Australasian Conference on Information Systems (ACIS)*, Brisbane, Australia.
- 11/2010      **Kraemer / Hinz / Skiera (2010):** “Return on Marketing Investments in Two-Sided Markets”, *Proceedings of the Australia and New Zealand Marketing Academy Conference (ANZMAC)*, Christchurch, New Zealand.
- 11/2010      **Kraemer (2010):** “Marketing Investments in Two-Sided Markets”, *Doctoral Colloquium at the Australia and New Zealand Marketing Academy Conference (ANZMAC)*, Christchurch, New Zealand.
- 06/2010      **Kraemer / Hinz / Skiera (2010):** “Asymmetric Network Effects in Two-Sided Markets: Measuring the Value of the Customer Base”, *Proceedings of the 39th Conference of the European Marketing Academy (EMAC)*, Copenhagen, Denmark. (\*nominated for the Best Paper Award based on a Doctoral Dissertation)

06/2010

**Kraemer / Hinz / Skiera (2010):** “Asymmetric Network Effects in Two-Sided Markets: Measuring the Value of the Customer Base”, *Proceedings of the 32nd INFORMS Marketing Science Conference*, Cologne, Germany.

## Skills

---

Computer	MS Word, MS Power Point, MS Excel, Stata, SPSS
Languages	German: Native English: Fluent (diploma in Business English, several stays abroad) Spanish: Intermediate (diploma in Business Spanish) French: Basic (high school diploma)

## Activities

---

Geography, travelling, languages and foreign cultures, ballroom dancing, soccer, running