

PROFESSIONAL MILESTONES:

Guest Professor Sports Marketing (10%)

Ghent University – Department of Movement and Sport Sciences

2014 – present

Associate Professor

KU Leuven Campus Antwerp (from 2012 onwards; former Lessius Hogeschool) – Faculty of Economics and Management

2000-present

Assistant Professor

KU Leuven Campus Antwerp (former Handelshogeschool Antwerpen)– Faculty of Economics and Management

1994-2000

Assistant Professor (50%)

KU Leuven Campus Antwerp (former Handelshogeschool Antwerpen) – Faculty of Economics and Management

1993-1994

Postdoctoral researcher (50%)

KU Leuven – Department of Economics 1993-1994

Assistant

KU Leuven – Department of Economics

1986-1993

EDUCATION MILESTONES:

PhD in Economic Sciences

KU Leuven – Department of Economics - 1993

Master of Arts in Economics (Doctum Colloquium)

KU Leuven – Department of Economics – 1986-1988

Master in Applied Economic Sciences

UFSIA - Faculty of Economics and Business Administration - 1982-1986

ADDITIONAL MILESTONES:

Author of sports marketing handbooks:

“Sportmarketingcommunicatie” (2011, 2015)

“Sportsponsoring activeren! Het basisboek sportsponsoring” (2013)

“Sportcommunicatie: tactiek en techniek” (2008)

“Sport Sponsorship and Marketing Communications: a European Perspective” (2005)

“Marketingcommunicatie in de sport” (2003, 2006)

Academic opinion leader in spectator sports (www.sportmarketingcommunicatie.com)