

## Curriculum Vitae

*Name* Marion Debruyne (°1972)

*Nationality* Belgian

*Function* Dean Vlerick Business School

*Education* Masters Degree in Civil Engineering (1995, Ghent University)  
Doctor in Applied Economics (2002, Ghent University)

*Career* After obtaining a CIM fellowship she held positions as Visiting Doctoral Fellow at the Wharton School (University of Pennsylvania), Visiting Scholar at the Kellogg Graduate School of Management (Northwestern University) and Assistant Professor at the Goizueta Business School (Emory University).

Her interests lie at the intersection of marketing strategy, innovation and competition.

Her work has been published in Marketing Science and The Journal of Product Innovation Management, among others. Her book “Customer Innovation won the 2015 CMI Management Book of the Year Award in the category Innovation & Entrepreneurship.

At Vlerick she was involved in training and coaching assignments for a multitude of companies including Aliaxis, BNP Paribas, Bostik, DSM, Etex, JBC, J&J, KBC, Mondelez, Niko, Umicore , a.o.

She is an independent member of the board of directors of Kinopolis and Recticel.