

## **Prof. Dr. Utho Creusen**

Dutch and German citizen, born in 1956, is married and has four children.

He studied economics, sociology and social psychology. In 1983 he earned his doctorate and a post-doctorate degree (Habilitation) in 1990. In the year 1997 he was awarded an honorary professorship at the Westphalian Wilhelms University Münster, followed by the honorary professorship of the Catholic University of Eichstätt/Ingolstadt in 2008.

Dr. Creusen has been in retail for more than 30 years. From 1979 through 2001 he was with OBI Baumarkt (a DIY retail chain). He left OBI from the position of Chairman of the Board of the OBI Franchise Center and an executive Member of the OBI AG Board.

From 2002 to 2008 he was executive Member of the Board of Media-Saturn-Holding (an electronics retail chain).

Since then Dr. Creusen is Non-Executive Board Member of several international companies (e.g. the Russian retailer Mvideo, the international UK-based retailer Dixons Retail plc, the leading home-center chain Praktiker AG and Europe's largest dairy Theo Müller Group, Zurich.)

Furthermore he is topmanagement advisor and coach in the area of Positive Leadership and Digital Leadership. He has published numerous articles and books on topics such as corporate leadership, organizational development and digital leadership.

From 1999 through 2001 he was president of the German Franchise Association. He was a member of the "Bildungsausschuss Deutscher Industrie- und Handelstag" and Jury Chairman for the „Aus- und Weiterbildungspreis des Deutschen Industrie- und Handelskammertages (DIHK)" from 1998 until 2008 and the European Retail Institute from 2007 until today.

His competence in Positive Psychology led to his being named a member of the Advisory Board for the International Positive Psychology Summit. In 2006, the Gallup International Positive Psychology Institute awarded him with the Corporate Award for Excellence in Practice. Additionally he won the distinction of being named an outstanding leader who uses the instruments of Positive Psychology to produce a positive and sustainable impact on the success of a company.