

# Curriculum Vitae - Prof. Dr. Matthias Riedel

## Contact

[info@matthiasriedel.com](mailto:info@matthiasriedel.com)

## Web

[Xing](#)

[LinkedIn](#)

[HS Mainz](#)



## Overview

Matthias Riedel is an experienced marketing researcher. His work covers product positionings, brand image analysis, advertising and communications and media analysis. Mainly working with qualitative approaches he analyzes the in-depth logics of his research topics.

His expertise is recognized through his link to the University of Applied Sciences Mainz and impressive client list. Professor Riedel's industry experience covers the media, finance, automobile, tourism, food, pharmacology, body care, and information technology.

## Employment history

1996 - current: Project Manager  
Freelance marketing and social research

1996 – current: Professor for Theoretical Design Principles  
Subjects: Marketing, Brand Analysis, Psychology  
Mainz University of Applied Sciences, Design Department

1992-1996: Project Manager  
Ernest Dichter Institut, Frankfurt am Main  
Marketing and social research

## **Skill set and experience**

### **Expertise in market research**

Conception, implementation and evaluation of projects, focusing on qualitative research  
Moderating focus groups  
Conducting individual and in depth interviews with experts and consumers  
Management of international projects, very good English skills  
Workshop facilitation  
Car clinics  
Copy tests  
Evaluation of school programs  
Development of an online research platform

### **Research topics**

Products  
Brands  
Concepts  
Advertising and communications  
Media

### **Industries**

TV, press, finance, automobiles, tourism and travel, food, pharmaceuticals, body care, information technology and the internet

### **Selected customers**

American Express, ARD, Arte, Coca-Cola, Commerzbank, Condor, Deutsche Bank, Deutsche Lufthansa, Deutsche Unilever, Dove, Eckes AG, Essilor, Ferrero, Fiat, Gruner&Jahr, Heise Verlag, Holsten, HR, MDR, Mercedes Benz, Ogilvy&Mather Healthcare, Opel, Procter&Gamble, Renault, Sat.1, SWR, Tchibo, Visit Britain, Warsteiner, Wella, Yahoo!, ZDF

## **Formal education**

1988 – 1992 PhD Dr. rer. pol.

Helmut-Schmidt-University in Hamburg, Department of Economics and Organizational Sciences (Helmut-Schmidt-Universität Hamburg)

Managed a research project regarding evaluation of education measurements

1981 – 1987 Diploma of Psychology

University of Hamburg (Universität Hamburg)

Majored in research methods, social psychology, marketing and advertising psychology, economics  
Worked freelance in diverse market research institutes