

Wolfgang Messner

Clinical Professor of International Business at University of South Carolina

Columbia, SC, US

International Business, Marketing, and Management | Management Consulting | Data Analysis

Biography

Wolfgang Messner is a clinical professor at the Darla Moore School of Business. He earned his Ph.D. in economics and social sciences from the University of Kassel (Germany), MBA in financial management from the University of Wales (UK), and B.Sc. and M.Sc. in informatics and economics after studying at the Technical University Munich (Germany), University of Newcastle upon Tyne (UK), and Università per Stranieri di Perugia (Italy). Prior to coming to the University of South Carolina in 2016, Messner was a professor of international management at the MYRA School of Business in Mysore (India). As an adjunct faculty, he also taught at the Indian Institutes of Management Bangalore, Indore and Kozhikode (India), Julius Maximilian University of Würzburg (Germany), Royal Docks Business School at the University of East London (UK), and WHU ? Otto Beisheim School of Management (Germany). During that time, he co-founded GloBus Research in the UK and India as a niche consulting and training company with the objective of helping resolve international business and leadership challenges. Messner provided trainings in big multinationals like Capgemini, Ericsson, Hitachi, Infosys, McKinsey, Microsoft, Siemens, and selected mid-caps across industry verticals. Before joining academia, Messner worked for 18 years as a business analyst, project manager, and management consultant with Capgemini (2006-11), BMW Group (2003-05), The Information Management Group IMG (1999-2002), and Deutsche Bank (1995-99).

Availability

Keynote, Moderator, Panelist, Workshop, Author Appearance, Corporate Training

Industry Expertise

Market Research, IT Services/Consulting, Hospitality, Banking, Advertising/Marketing, Information Technology and Services, Professional Training and Coaching, Outsourcing/Offshoring, Airlines/Aviation, Education/Learning, Human Resources, Management Consulting

Areas of Expertise

Data Analysis, Statistics, Marketing, Managing Global Teams, Selling & Marketing, Offshoring, Intercultural Communication, India, Strategy, Data & Analytics

Sample Talks

The Current State and Future Perspectives of India's IT & BPO Industry

What started as a labor-arbitrage body shop, is now not only the topic of Presidential debates, but has become a fear for joblosses in the developed world. What is really behind the headlines of India's IT & BPO Industry? What can one expect out of an India project? How mature is it? And how good are the people? Where is the industry going to be in 2020

Event Appearances

The World is Flat - or is it still Round?

IT Outsourcing to India. Management Circle Seminar

Title

Verizon Business Networking Event

Title

Roundtable Marketing Performance

Title

Marcus Evans Conferences

Title

IBC Global Conferences

Title

IBC Global Conferences

Title

Emerge Conference 2010

Title

GI-Conference EMISA

Title

Research Seminar @ Henley School of Management

Title

KMCI Knowledge Management Consortium International

Title

BICCNNet Roundtable Internationalisation

Intercultural peculiarities and consequences for daily work

Oversight of the Indian Management Team. Management Circle Seminar

Title

Indo-German Business Forum

Negotiating with Indians - Intercultural Peculiarities

Legal Aspects of the India Business. VDMA

Title

NASSCOM India Leadership Forum 2010

Meeting Local Requirements in a Global Market. How to Sustain the Firm's Talent Base?

9th Indo-German NASSCOM/BITKOM ICT Conference

Title

BITKOM ICT Conference

Education

Technical University Munich, Germany & University of Newcastle upon Tyne, U.K.

Dipl.-Inform. (~ M.Sc.) Computing Science

University of Wales, U.K. with Open University Hagen, Germany & Allfinanz Akademie, Germany

M.B.A. Financial Management

University of Kassel, Germany

Ph.D. Marketing

Harvard Business School, U.S.

(Exec. Education) Strategic Marketing Management

Accomplishments

Globalization of Professional Services

Book co-editor Springer, 2012

Intelligent IT Offshoring to India. Roadmaps for Emerging Business Landscapes

Book author Palgrave Macmillan, 2010

Working with India. The Softer Aspects of a Successful Collaboration with the Indian IT & BPO Industry

Book author Springer, 2009

Testimonials

Peter Schmid

Very vivid training on how to get involved with India ? lots of helpful examples from practical experience for practical use.

Srini Subramanian

Doing business and meeting cultural differences is a given. But when you understand why people behave the way they do, things become far simpler. I thought I knew the nuances of how to do business ? but this session helped me to look beyond the obvious.

Ignaz Vinzenz

Wolfgang Messner manages to convey images in his workshops that adequately reflect the reality and thereby help our employees to safely, respectfully and thus successfully collaborate with their Indian colleagues

Venkata Jayaraman

I appreciate the efforts taken to explain and narrow the divide between different cultures and business communities.

Ravi Tirumalaraju

Great content and fantastic delivery. Lots of learning about Western countries. Thanks!

Shantanu Patil

The intercultural workshop helped bridge the cultural gap by creating more aware-ness. It added the essence of the people factor to the project and should be conducted with every client who runs an offshore delivery component!

Somok Ghosh

A very impressive seminar and certainly unique in its form. The seminar offers hands-on yet in-depth information enabling our teams to successfully collaborate with our providers.

Dr Marion Kremer

Good examples, one could really sense the real-world experience.

Andreas Philipp

Many thanks for the excellent training! It has been very well received by my team and myself; I am sure it is going to be helpful to master our upcoming challenges

Antonino Gargano

Great training, showing the cultural differences and how to bridge them. Thanks. Was a great time!

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