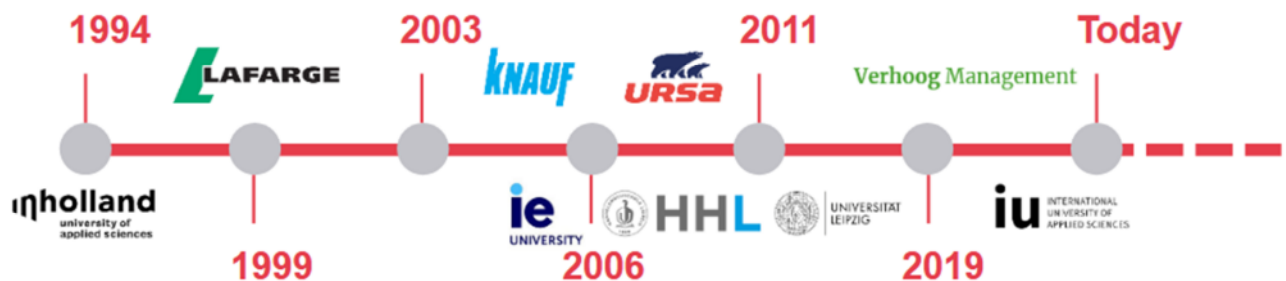


PROF. DR. MART VERHOOG

iu INTERNATIONAL
UNIVERSITY OF
APPLIED SCIENCES



- Worked for over 15 years as a marketing consultant and held various roles in the building materials industry across the Netherlands, Germany, and Belgium.
- Holds a Bachelor in Economics, an MBA in General Management, and a PhD in Marketing from HHL Leipzig; completed Executive Education at IE Madrid.
- Led the Research Centre for Municipal Energy Economics (FKE) at Leipzig University before taking up a professorship at IU International University of Applied Sciences
- Continues to work as an independent consultant and lives near Bonn, Germany with his wife, two children, and a dog.



Email: mart.verhoog@iu.org