

Memberships

Science

- Forschungsring Deutscher Weinbau e.V. (FDW), member
- Bundesausschuss für Weinforschung, member
- German Association of Viticulture –scientific advisory board & moderator, German Wine Conference, member
- American Association of Wine Economics (AAWE), chair and session leader
- Academy of Wine Business Research (AWBR), member and session leader
- Editorial Board Wine Business Case Research Journal (WBCRJ), member
- Editorial Board Wine Business Journal (WBJ), associate editor
- Editorial Board Sustainability, guest editor
- Comité scientifique de la chaire “vin et tourisme”, membre
- Forum Markt & Wein, founder and organizer
- Reviewer for various scientific papers

Industry/Associations

- Delegate for Germany at OIV
- OIV Working groups ENVIRO and ECOMAR, member
- Founder of the advisory board "MBA WSS"
- German congress of viticulture, member of the jury Innovation Award
- German congress of viticulture, member of the expert team
- Jury Election of the German Wine Queen, member
- Advisory board German Institute for Sustainable Development (DINE), member
- Expert for the German Wine Institute
- Expert for Digitalisation, Ausschuss zur Erarbeitung einer datenübergreifenden Datenstrategie, Bundesministerium für Ernährung und Landwirtschaft (BMEL)
- Cooperation interface to VR Bank Mittelhaardt
- Expert for German and regional winegrowers' associations and co-operative organisations
- International Conference on Innovation & Trends in Wine Management (ITWM), Editorial board
- Advisory board Fair`n Green, member
- Scientific partner project "zukunftsfähiges Mehrwegsystem in der Weinbranche"

Teaching

- KEDGE University Bordeaux
- ESC University Dijon
- EM Strasbourg