

## KIRSTI LINDBERG-REPO

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### EDUCATION

PhD. Department of Marketing, Hanken School of Economics, Helsinki

- **Dissertation:** Relationship Communication - analysing communication from a value generating perspective (November 2001, Examiner Professor Christian Grönroos, Opponent Professor Don E. Schultz, Northwestern University).
- **Lisenciate thesis:** Word-of-mouth communication in the hospitality industry (Empirical study of two US brand resorts, The Sagamore, NY, The Breakers, Fla, 1999, Examiner Professor Christian Grönroos, Professor Diane Gayeski, Ithaca College, NY)

### KEY RESPONSIBILITIES

- **2009:** Adjunct Professor (Docent), Aalto University - TAIK, Helsinki
- **2007-2010:** Project Director, Brandings, Innovation & Globalization (BIG) project, in association with TEKES, the Finnish funding agency for technology and innovation ([www.hanken.fi/big](http://www.hanken.fi/big))
- **2008-2009:** Brand Management – A Global Perspective course, Hanken School of Economics
- **2007-2008:** Examiner, Assistant professor of the flagship Marketing of Services and Relationship Marketing course for Services Marketing domain at Hanken School of Economics, Helsinki
- **2006-2010:** Examiner, Assistant professor of Brand Management course for Department of Marketing at Hanken School of Economics, CERS Educative Education, Examiner, Helsinki (Professor 1.8.2004 – 8.1.2005)
- **2006-2010:** Guest Professor for Brand Management course at Aalto University (Industrial Arts and Design), Helsinki
- **2005-2010:** Branding Advisor to corporations Sofia Pankki, Finnair, Aktia, Kone, MetroAuto, Onninen, Radio Nova, Hugo Boss, Skanno, Laura Ashley and Tiimari (Board Member)
- **2004:** Visiting researcher at University of Auckland (summer term), Professor (acting) Hanken, fall term
- **2003-2005:** Brand Management – summer course, Hanken School of Economics
- **2003:** Post-doc researcher, Academy of Finland, Brand relationship-research
- **2002-2005:** Hanken MBA Marketing Advisor
- Visiting scholar at Cornell University (1995-1996) and University of Malta (2000)

- Visiting post-doc researcher at Emory University (2006) and Academy of Finland (2000-2003)
- **1991-1996:** Secretary General The Human Resource Management Association – HENRY Executive Education Program

## KEY PROJECTS

### **2007-2010: Branding, Innovations & Globalization (BIG) 2007-2009 (Phase 1), 2009-2010 (Phase 2)**

- BIG, Generating growth and competitiveness through improved value, is an international research project at Hanken in association with Emory University, Indian Institute of Foreign trade and Singapore Management University.
- Key research publications from the project are Titans of Branding, Global Brand Research Priorities and Taking Product Globally: Insights and Recommendations among others
- More details on [www.hanken.fi/big](http://www.hanken.fi/big)

### **2007-2009: Global Brand Research Priorities**

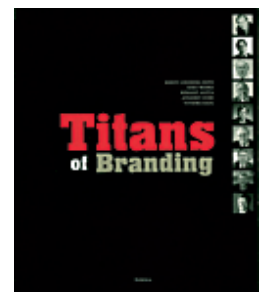
- The objective of this international research is to identify brand management priorities from the perspective of senior managers and how they are shaped in global brand management. Research with Emory University and professor Rajendra Srivastava, professor Henrik Statler in the University of Hamburg and Nordic Brand Academy, University of Hamburg and Nordic Brand Academy, University of Stockholm and Tony Aperia, Ph.D.

### **2001-2003: Understanding the Empowered Customer in Relational Contexts**

- This research project aims to develop new conceptual frameworks and methods for analyzing the nature and effect of relationship communication
- The outcome of the present research provides new innovative ways of managing the organizational value creation by understanding and applying communication assets in a relational context

## KEY PUBLICATIONS

- **2009:** Titans of Branding, Helsinki, ISBN: 978-951-20-8089-2
  - Book co-authored with Indian research team. Released at Hanken at the BIG Seminar on 31<sup>st</sup> March 2009. The book contains the research outcomes couple with interview analysis if Branding gurus from all over the world. Published in Finland with an e-version as well. The book will be published soon in Sweden and hopefully US.
- **2008:** The four dimensions of value in branding: Moving the customer from value proposition to value fulfillment, Ljubljana, ISBN: 978-961-235-322-3
- **2008:** Case Nokia, Strategic Brand Management : A European Perspective, Harlow, ISBN: 978-0-273-70632-8,
- **2008:** Four dimensions of value in branding, International advertising, China



- **2006:** How corporate communications enhance brand value, Wärtsilä, Helsinki
- **2006:** Investigating the links between a corporate brand and a customer brand, Journal of Brand Management
- **2006:** Asiakaslupausten lunastus palvelubrändin keskiössä, Viikkoposti, Helsinki
- **2006:** Brändipuntari: Exel, Markkinointi & Mainonta, Helsinki
- **2005:** Brändipuntari: Volvo, Markkinointi & Mainonta, Helsinki
- **2005:** Brändipuntari: Hesburger, Markkinointi & Mainonta, Helsinki
- **2005:** Asiakkaan ja brändin vuorovaikutus - kuinka johtaa brändin arvoprosesseja? Ekonomia series, WSOY



## CONFERENCE PRESENTATIONS

- **2010:** Research paper, *'Service Innovations: Orientation For New Strategic Capital'*, German-French-Austrian Conference on Quantitative Marketing, Vienna, **AUSTRIA**
- **2010:** Research paper, *'Co Creation Across Various Stages And Industries In Service Encounters'*, AMA SERVSIG International Research Conference, Porto, **PORTUGAL**
- **2010:** Research paper, *'Branding Strategies for a Global Challenge: A Roadmap For Firms Expanding Into Global Market'*, 6th International Colloquium - Academy of Marketing SIG on Brand, Identity and Corporate Reputation, Barcelona, **SPAIN**
- **2010:** Research paper, *'Brands as Value Enhancers in Times of Uncertainty: A Trimodal Perspective'*, 7<sup>th</sup> International Conference, Thought leaders in Brand Management, Lugano, **SWITZERLAND**
- **2009:** Research paper, *'Branding Strategy Shaping Business Models: A Five Arms Approach'*, 5<sup>th</sup> International Colloquium - Academy of Marketing SIG on Brand, Identity and Corporate Reputation, Cambridge, **UNITED KINGDOM**
- **2009:** Research paper, *'Enhancement of Value Proposition through Design Attributes: A brand Equity Perspective'*, 5<sup>th</sup> International Colloquium - Academy of Marketing SIG on Brand, Identity and Corporate Reputation, Cambridge, **UNITED KINGDOM**
- **2008:** Research paper, *'Island Economies: Branding Strategies For A Global Challenge'*, AICIS 2nd Annual Conference "Islands of Competence: Branding Identities in a Globalized World", Mariehamn, **FINLAND**
- **2008:** Research Paper, *'Four Dimensions of Value in Branding'*, CMC Conference, Ljubljana, **SLOVENIA**
- **2006:** Research Paper, *'Customers and Brands Strengthening the Relationship'*, ESOMAR Automotive Conference, Lausanne, **SWITZERLAND**

## OTHER SCIENTIFIC ACTIVITIES

- **2010:** *Expert Speaker*, Service Innovations: Creating Future Strategic Capital, ISES Global Conference on Service Excellence, Singapore Management University, **SINGAPORE (July 23-24)**

- **2010:** *Expert Speaker*, Service Innovations: Insights & Methods, Nordic Brand Academy, Stockholm, **SWEDEN**
- **2010:** *External Review of Doctoral Thesis:* Connecting Customers with the Company: The Role of Interactiveness and its Effect on Performance, Department d'Economia de l'Empresa, Universitat Autònoma de Barcelona (UAB), Barcelona, **SPAIN**
- **2009:** *External Review of Doctoral Thesis:* Destination Branding at a Country Level, Case Finland in British Market, Faculty of Law, Economics and Business Administration, University of Joensuu, **FINLAND**
- **2009:** *Foreword for research book*, 8 IKKUNAA TULEVAISUUTEEN, **FINLAND**
- **2008:** *Expert Speaker*, Generating growth and competitiveness through improved value: Branding, Innovation & Globalization, Finnish-American chamber of commerce, New York, **U.S.A**

#### **OTHER INFORMATION**

- Languages Proficient: Finnish, Swedish, English
- Family: married, 3 children (ages 21,18,11)