



Marc Gruber

Course: Business Plan Workshop

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Marc Gruber joined EPFL in the fall of 2005 coming from the Munich School of Management, University of Munich, where he was the vice-director of the Institute of Innovation Research, Technology Management and Entrepreneurship (INNOTec) and manager of the ODEON Center for Entrepreneurship. He has held several visiting scholar posts at the Wharton School, University of Pennsylvania, where he conducts research on technology commercialization and entrepreneurial marketing.

Prof. Gruber has published his research on entrepreneurship in several leading journals such as the Academy of Management Journal, Management Science, Organization Science, the Journal of Business Venturing, and Entrepreneurship Theory & Practice. In addition, he is the co-editor of a textbook on entrepreneurship and was a regular contributor to a weekly column on entrepreneurship in the "Frankfurter Allgemeine Zeitung". Marc Gruber's teaching has won high praise at several institutions of higher education and executive education programs such as the University of Munich, the Vienna University of Economics and Business Administration, the University of St. Gallen and the Collège des Ingénieurs (Paris).

Marc Gruber was born in Munich, Germany, in 1972. He graduated in management from the University of St. Gallen in 1995 and received a PhD in management from the same university in 2000. In spring 2005, he received a *venia legendi* from the Munich School of Management for his habilitation thesis on marketing in new ventures.