CURRICULUM VITAE

Gerrit van Bruggen was born the 2nd of August 1966 in Franeker. In 1984 he obtained his VWO-certificate (university prepatory education) of the "Christelijk Streeklyceum Ede". In the same year he started his study in Agricultural Economics at the Wageningen Agricultural University which he finished in 1988. He specialized in Marketing and Marketing Research and Operations Research. After graduating he became a Ph.D.-student at the Rotterdam School of Management of the Erasmus University Rotterdam. Since 1993 he is "Universitair Docent" (Assistant Professor) of Business Marketing at the department of Marketing Management of the Rotterdam School of Management of the Erasmus University Rotterdam. His current research interests are in the fields of Marketing Management Support Systems, Business Marketing and Marketing Channels.