

### ***Short vita Markus Reitzig***

Markus Reitzig is Professor for Strategic Management at the University of Vienna, and he has served as Subject Area Chair since the group's establishment in 2012. In 2014 and 2017, he was a Visiting Professor of Strategy at INSEAD and Keio University/Tokyo, respectively. Prior to his permanent appointment in Vienna, Dr. Reitzig worked as full-time faculty at Copenhagen Business School in Denmark (2002-2006) and London Business School in England (2006-2012). He studied chemistry, law and business economics in Germany, Italy, and the United States. Dr. Reitzig's research has been centered on the strategic management of innovative business models and new technologies. Articles by Professor Reitzig have been published in journals such as *Harvard Business Review*, *Sloan Management Review*, *McKinsey Quarterly*, *Business Strategy Review*, *Academy of Management Review*, *Organization Science*, *Strategic Management Journal*, *Research Policy*, *Industrial and Corporate Change*, *International Journal of Industrial Organization*, and *Economics of Innovation and New Technology* and have been translated into several languages. Markus is a member of the Editorial Boards of the *Strategic Management Journal*, of *Organization Science*, and of the *Journal of Organization Design*. His former doctoral students have received offers from leading institutions in the US and Europe, and have become assistant professors at Duke University, Erasmus University Rotterdam, and Copenhagen Business School.