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Dr. Marco Olavarria studied economy with a focus on management, organisation and marketing in Berlin. He was a freelancer at Roland Berger & Partner strategy consultants before becoming an assistant professor at the Institute for Consumer Goods and Services Marketing at the FU Berlin. He wrote his doctoral thesis on the topic “Successful marketing strategies for business and consumer services”.

Since 2001 he has served as executive shareholder at Kirchner + Robrecht Management Consultants.