

## **Prof. Martin Eppler**



Full Professor of Media and Communication Management at the University of St. Gallen (HSG). Head of the University of St. Gallen's International Study MBA Program. Director of the institute for media and communications management. He is a Creativity, Innovation, Visualization, and Strategy Trainer and is the Author of 18 books and over 200 scientific articles.

His prime areas of research are on collaborative creativity, knowledge management, knowledge visualization, knowledge communication, and information quality.

Prior to joining USG, he was a guest professor at the Georgia Institute of Technology (Atlanta), the Simon Fraser Beedie School of Business (Vancouver), the Central University of Finance and Economics (CUFE) in Beijing, at Universidad Pacifico in Lima, Peru, and at Aalto University / Helsinki School of Economics, Finland, as well as a senior visiting fellow of Cambridge University (UK). He was also a lecturer in various MBA and executive programs throughout Europe, the Americas, Saudi Arabia, and Asia.

Prof. Eppler has been an advisor and trainer to organizations such as the United Nations, the European Central Bank, Philips, UBS, IATA, KPMG, Swiss Re, GfK, Daimler and others. He is the inventor of the visualization suite [en.lets-focus.com](http://en.lets-focus.com) and the [collabcards.com](http://collabcards.com).

**You can also find more about him and the St. Gallen Visual-Literacy Program in the below links:**

<https://www.unisg.ch/personenverzeichnis/929e4c5b-2884-42f1-aab8-5a5b9a165606>

<https://www.linkedin.com/in/martin-j-eppler-7aa294/>