

Wim G. Biemans

is Associate Professor at the Faculty of Economics and Business of the University Groningen. He teaches in the areas of B2B marketing, business development, product development and services marketing. The focus of both his teaching and research is on the development and marketing of technological innovations in B2B markets.

He received his PhD in 1989 for his research about cooperation between firms in developing new B2B innovations. The theme of product development and B2B marketing has been the focus of his research for some 25 years.

His research resulted in more than 100 scientific papers and articles, published in journals such as *Journal of Product Innovation Management*, *Technovation*, *Industrial Marketing Management*, *Journal of Business and Industrial Marketing*, *European Journal of Marketing*, *International Journal of Innovation Management* and *R&D Management*.

In 2008 he was awarded the 'Thomas P. Hustad Best Paper Award for Outstanding Professional Contribution for 2007' for an article published in *Journal of Product Innovation Management*.

Because of his expertise he is a member of the Editorial Board of the two leading academic journals about B2B marketing: *Industrial Marketing Management* and *Journal of Business and Industrial Marketing*. In addition, he is a frequent reviewer for *Journal of Product Innovation Management*, *European Journal of Marketing* and several other scientific journals.

Based on his research, he (co)authored or edited several books, including *Product Development; Meeting the Challenge of the Design-Marketing Interface* (1995), *Business to Business Marketing* (2010) and the bestselling Dutch title about B2B marketing: *Business Marketing Management; Strategy, Planning and Implementation* (in Dutch), of which the sixth edition will be published in 2012.

He has taught as guest professor at several universities (Ghent, Aarhus, Manchester, Beijing, Pisa, Ljubljana) and is a frequent speaker in executive training programs, where he helps B2B firms to increase their market orientation, improve their marketing efforts and structure their innovation processes.