



Academic Member and Ambassador
Communication Institute of Greece



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Alexander Ziegler

Alexander Ziegler is employed at IBM in the role as Program Director, Business Development for Education. His focus is on taking care of the global education offerings and the strategic development and implementation of new routes to market to drive IBM's skills into the market.

In addition to his role at IBM, he is also a doctoral student in Business Administration at Edinburgh Napier University. His research is specialised in routes to market for education as well as questions around how to increase product adoption with the right training.

In his free time, Alexander Ziegler is a lecturer at Fresenius University for Applied Science in Köln. He is currently teaching the module "Online Management – Foundations of Digitalization".



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