



Prof. Dr. Utho Creusen

Utho Creusen was born in 1956, is married and has four children.

His life-long love of learning is reflected in his academic career. He studied economics, sociology and social psychology, finishing with a Master's in economics in 1979. In 1983 he earned his doctorate and a post-doctorate degree in 1990. As he loves to impart knowledge as much as to gain it, he was awarded an honorary professorship at the Westphalian Wilhelms University at Münster. He has also held numerous lectures at internationally-renowned universities and colleges. In 2008 he received the honorary professorship of the Catholic University of Eichstätt/Ingolstadt.

Dr. Creusen has been in retail for more than 30 years. From 1979 through 2001 he was with OBI Baumarkt (a DIY retail chain). He left OBI from the position of Chairman of the Board of the OBI Franchise GmbH and a member of the OBI AG board. From March 2002 through March 2008 he was Chief HR Officer and member of the board of Media-Saturn-Holding GmbH (an electronics retail chain). Today Dr. Creusen is Non-Executive Board Member of the Russian retailer Mvideo and the international UK-based retailer Dixons Retail plc (both electronics retail chains) and the leading home-center chain Praktiker AG.

Furthermore he consults top-management in the area of Positive Leadership. He has published numerous articles and books on topics such as corporate leadership, organizational development, quality management, controlling and mergers.

From 1999 through 2001 he was president of the German Franchise Association. He was a member of the "Bildungsausschuss Deutscher Industrie- und Handelstag" (Educational Committee of German Industries and Trade) and Jury Chairman for the „Aus- und Weiterbildungspreis des Deutschen Industrie- und Handelskammertages (DIHK)" (the Training and Development Prize awarded by the German Chambers of Commerce and Trade) as well as the Otto-Wolff-von Amerongen-Foundation from 1998 until 2008. His interest in Positive Psychology led to his being named a member of the Advisory Board for the International Positive Psychology Summit. Since 2007 he has served as a member of the jury to award the European Retail Institute's Scholarship.

In 2006, the Gallup International Positive Psychology Institute awarded him with the Corporate Award for Excellence in Practice. Additionally he won the distinction of being named an outstanding leader who uses the instruments of Positive Psychology to produce a positive and sustainable impact on the success of a company.

utho.creusen@positive-leadership.de