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Udo Wagner received his M.A. in Mathematics and his Doctorate in Econometrics, both from the Technical University of Vienna. His *venia docendi* for Operational Research and Quantitative Management is from the Vienna University of Economics and Business Administration. In 2006, he received an honorary doctorate from the Technical University Braunschweig in Germany. He held positions at Purdue University, Indiana, USA; at ESSEC, France; at the Technical University of Karlsruhe, Germany; and at the Vienna University of Economics and Business Administration, Austria. From 1991 – 2020 he was chaired professor of Management at the University of Vienna. In addition, he was visiting professor at many universities on Europe, Asia, and America. Since 2021 he is full professor of Marketing at Modul University, Vienna.

Between 2004 and 2006 Udo Wagner was acting as a Dean of the Faculty of Business, Economics and Statistics at the University of Vienna. He served as president of the European Marketing Academy from 2012 – 2014, Dean of EMAC fellows from 2015 – 2019, and as Chairman of the Marketing Section of the German Academic Association for Business Research between 2014 and 2015. In 2006 he was finalist at the ISMS Practice Prize Competition sponsored by the Marketing Science Institute of INFORMS; 2009 he received the best paper award of the German Academic Association for Business Research. He served as an editor of the Journal of Research and Management between 2011 and 2013.

His main stream of research concentrates on marketing with an emphasis on marketing research and models of consumer behaviour applied to empirical data. Udo Wagner is (co-) editor of 18 books, (co-)author of 2 monographs and more than 250 publications with a majority in refereed international journals (e.g., Journal of Marketing Research, Marketing Science, International Journal of Research in Marketing, Biometrika, Psychology & Marketing, Journal of Business Research, Journal of Retailing and Consumer Services, Journal of Personal Selling & Sales Management, Journal of World Business, Marketing Letters, European Journal of Operational Research, OR Spektrum).