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Dr Wirtz holds a Ph.D. in services marketing from the London Business School and has worked in the field of services for over 25 years. Professor Wirtz was the founding director of the dual degree UCLA-NUS Executive MBA Program (ranked globally #4 in the Financial Times 2015 EMBA rankings, and # 3 in the EIU 2015 rankings) from 2002 to 2014, an Associate Fellow at the Saïd Business School, University of Oxford from 2008 to 2013, and a founding member of the NUS Teaching Academy (the NUS

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