

Fabian Eggers is a Professor of Marketing and Entrepreneurship at [Menlo College](#), a private business school in the heart of Silicon Valley.

Fabian's research focuses on growth strategies of innovative startups and covers areas such as entrepreneurial orientation, effectuation, networks and social media. Fabian's research has been published in numerous [journals](#). Also, he is an Associate Editor at the Journal of Business Research.

Fabian is the Director of the [Global Research Conference on Marketing and Entrepreneurship](#), a venue that – since 1986 – has been a driving force in entrepreneurial marketing research.

Over the years, Fabian has consulted and started new ventures. Currently, he is overseeing the marketing for [Metabob](#), an AI-based metaprogramming tool.

Most importantly, Fabian was born in Hamburg and graduated from the University of Hamburg with a Diplom in Betriebswirtschaftslehre.