CV
Christian Hildebrand

Contact Information

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Academic Positions

since 02/2019	University of St. Gallen *Full Professor of Marketing Analytics* *Founder & Director "Institute of Behavioral Science & Technology"* *Affiliated Professor "HSG Center for Financial Services Innovation"*
09/2026 –	Chinese University of Hong Kong *Visiting Scholar*
10/2026 – 11/2026	University of Melbourne *Visiting Scholar (Eminent Scholars Program, BehavAI Lab)*
2/2017– 01/2019	University of Geneva *Associate Professor of Marketing Analytics (with Tenure)*
12/2015 – 01/2017	University of Geneva *Assistant Professor of Marketing Analytics (Tenure Track)*
07-10/2014, 05/2025	Stanford University – Graduate School of Business *Visiting Scholar*
05/2012 – 11/2015	University of St. Gallen *Post-Doctoral Research Fellow & Project Leader*
02/2012	Duke University – Fuqua School of Business *Visiting Scholar*

Doctoral & Post-Doctoral Visits

07/2012 – 08/2012	University of Michigan *Probability Models Network Data; Advanced Maximum Likelihood*
08/2011 – 09/2011	University of Essex *Advanced Network Analysis; Cross Sectional Time Series Models*
06/2010 – 07/2010	University of Michigan *Maximum Likelihood Estimation; Advanced Regression Models*
08/2009 – 09/2009	Northwestern University – Kellogg School of Management *Visiting Student*

Education

02/2010 – 04/2012	University of St. Gallen *Doctoral Dissertation (with highest Distinction)*
10/2004 – 10/2009	University of Trier *Diploma in Economics and Business (with highest Distinction)*

Awards & Honors

2026	Best Paper Finalist, International Journal of Research in Marketing (Meta-Analysis on AI Resistance)
2026	Member of the Editorial Review Board Journal of Retailing
2026	AMA-Sheth Doctoral Consortium, Faculty Fellow
2025	WILEY Top Cited Article for "MindMiner" Paper published at the Journal of Consumer Psychology
2025	CHI 2025 Honorable Mention for the Best Paper Award for "Real-Time Adaptive Industrial Robots"
2025	Journal of Interactive Marketing Honorable Mention for Best Paper Award on AI-Generated Voices & Digital Vocal Tract Length
2024	Ferber Award Finalist (Best Dissertation-Based Article at Journal of Consumer Research; "Machine Talk" Paper with Anouk Bergner)
2024 – 2026	Journal of Consumer Research Most Viewed Articles (2x Top Ten Ranked; Machine Talk & Consumer Reactions to Service Bots)
2023	Federal Award for Outstanding Research in Educational Sciences for JEEA Paper on Causal Impact of Distance Learning
2021 –	Member of the Editorial Review Board Journal of Consumer Research (JCR)
2021 –	Member of the Editorial Review Board International Journal of Research in Marketing (IJRM)
2020, 2022	WirtschaftsWoche Ranking of Most Productive Researchers Top Researchers Under 40, DACH Top 100 List
2020 –	Junior Faculty & Early Career Mentoring Advisor Association for Consumer Research
2015	Rigor & Relevance Award Swiss Academy of Marketing Science
2014	Junior Scientist Award Business Innovation Days, University of St. Gallen
2012	Amicitia Award for Best Doctoral Dissertation University of St. Gallen, Graduation Year 2011-2012
2010, 2011, 2012	Scholarships Swiss National Science Foundation for Participation in Quantitative Methods Summer Schools in USA & UK
10/2008 – 09/2010	"Schmalenbach Scholarship" for highly qualified Students of Economics and Business
11/2009	Best Overall Diploma in Economics & Business Studies University of Trier, Graduation Year 2008-2009
08/2009	Student Presentation Prize Winner, NICO Complexity Conference, Northwestern University, Kellogg School of Management

Journal Publications

Hildebrand, C., Hoffman, D., Novak, T. (2026): Your Request is My Command! How Conversational Styles Shape Consumer Experiences with Voice-Enabled Technologies, *Journal of Consumer Research*, Conditionally Accepted.

Hildebrand, C., Cascio Rizzo, L., Berger, J. (2026): The Machine Between Us: How AI shapes the Way We Speak, *Current Opinion in Psychology*, Forthcoming.

Roggenkamp, H., Boegershausen, J., Hildebrand, C. (2026): DICE: Advancing Social Media Research Through Digital-In-Context-Experiments, *Journal of Marketing*, Vol. 90(5), pp. 149–166.

Hampton, W., Hildebrand, C. (2026): Haptic Rewards: How Mobile Vibrations Shape Reward Response and Consumer Choice, *Journal of Consumer Research,* Vol. 52(5), pp. 1043–1070.

Winder, P., Hildebrand, C., Hartmann, J. (2025): Biased Echoes: Generative AI Models Reinforce Investment Biases and Increase Portfolio Risks of Private Investors, *PlosOne*.

Zehnle, M., Hildebrand, C., Valenzuela, A. (2025): Not all AI is created equal: A meta-analysis revealing drivers of AI resistance across markets, methods, and time, *International Journal of Research in Marketing,* Vol. 42(3), pp. 729–751.

Hostettler, D., Mayer, S., Albert, J. L., Jenss, K. E., Hildebrand, C. (2025): Real-Time Adaptive Industrial Robots: Improving Safety And Comfort In Human-Robot Collaboration, *ACM CHI Conference on Human Factors in Computing Systems*.

Hildebrand, C., Valenzuela, A. (2025): AI-Mediated Consumer-Firm Interactions: A Framework & Policy Implications for Increasingly Automated Marketplaces. In: *Handbook of Marketing and Public Policy*, Scott, M., Martin., K., Mende, M., (Eds.), Forthcoming.

Hildebrand, C., (2025): Consumer AI Interactions. In: *Oxford Bibliographies*, Shrihari (Hari) Sridhar (Ed.), Forthcoming.

Hildebrand, C., Bergner, A. (2025): From Tasks to Partnerships: A Typology of Consumer-Bot Experiences. In: *Handbook of Social Psychology & Consumer Behaviour*, Quinn, K., Spangenberg, E. (Eds.), Forthcoming.

Valenzuela, A., Puntoni, S., Hoffman, D., Castelo, N., De Freitas, J., Dietvorst, B., Hildebrand, C., Huh, Y.E., Meyer, R., Sweeney, M., Talaifar, S., Tomaino, G., Wertenbroch, K. (2024): How Artificial Intelligence Constrains the Human Experience, *Journal of the Association for Consumer Research,* Vol. 9(3), pp. 241–256.

Efthymiou, F., Hildebrand, C., (2024): Empathy by Design: The Influence of Trembling AI Voices on Prosocial Behavior, *IEEE Transactions on Affective Computing*, Vol. 15(3), pp. 1253–1263.

Fišar, M., Greiner, B., Huber, C., Katok, E., Ozkes, A., and Management Science Reproducibility Collaboration (2024): Reproducibility in Management Science, *Management Science*, Vol. 70(3), pp. 1343–356. (*Note*: Member of the Reproducibility Collaboration Project)

Boegershausen, J., Castelo, N., Hildebrand, C., Henkel, A. (2023): Creating Customer Service Bots That People Don't Hate, *Harvard Business Review*, Oct., pp. 1–5.

Hartmann, J., Bergner, A., Hildebrand, C. (2023): MindMiner: Uncovering Linguistic Markers of Mind Perception as a New Lens to Understand Consumer-Smart Object Relationships, *Journal of Consumer Psychology*, Vol. 33(4), pp. 645–667.

Efthymiou, F., Hildebrand, C., de Bellis, E., Hampton, W. (2023): The Power of AI-Generated Voices: How Digital Vocal Tract Length Shapes Product Congruency and Ad Performance, *Journal of Interactive Marketing,* Vol. 59(2), pp. 117–134.

Castelo, N., Boegershausen, J., Hildebrand, C., Henkel, A. (2023): Understanding and Improving Consumer Reactions to Service Bots, *Journal of Consumer Research*, Vol. 50(4), pp. 848–863.

Bergner, A., Hildebrand, C., Häubl, G. (2023): Machine Talk: How Verbal Embodiment in Conversational AI Shapes Consumer-Brand Relationships, *Journal of Consumer Research,* Vol. 50(4), pp. 742–764.

Gloor, J., Van Quaquebeke, N., Seong, M., Schmid, P., Hildebrand, C. (2023): Friend or Fiend? Disentangling Upward Humor's (De)Stabilizing Effects on Hierarchies, *Current Opinion in Psychology*, Vol. 53, pp. 1–6.

Busquet, F., Efthymiou, F., Hildebrand, C. (2023): Voice Analytics in the Wild: Validity and Predictive Accuracy of Common Audio-Recording Devices, *Behavior Research Methods,* Vol. 56, pp. 2114–2134.

Hostettler, D., Mayer, S., Hildebrand, C. (2022): Human-Like Movements of Industrial Robots Positively Impact Observer Perception, *International Journal of Social Robotics,* Vol. 15, pp. 1399–1417.

Zierau, N., Hildebrand, C., Bergner, A., Busquet, F., Schmitt, A., Leimeister, M. (2022): Voice Bots on the Frontline: Voice-Based Interfaces Enhance Flow-Like Consumer Experiences & Boost Service Outcomes, *Journal of the Academy of Marketing Science*, Vol. 51, pp. 823–842.

Hildebrand, C., Bergner, A. (2021): Conversational Robo Advisors as Surrogates of Trust: Onboarding Experience, Firm Perception, and Consumer Financial Decision Making, *Journal of the Academy of Marketing Science*, Vol. 49, pp. 659–676.

Cacault, P., Hildebrand, C., Lucchetti, J., Pellizzari, M. (2021): Distance Learning in Higher Education: Evidence from a Randomized Field Experiment, *Journal of the European Economic Association,* Vol. 19(4), pp. 2322–2372.

Walter, M., Hildebrand, C., Häubl, G., Herrmann, A. (2020): Mixing it up: Disfluent Product Display Formats Promote the Choice of Unfamiliar Products, *Journal of Marketing Research*, Vol. 57(3), pp. 509–526.

Hildebrand, C., Efthymiou, F., Busquet, F., Hampton, W., Hoffman, D., Novak, T. (2020): Voice Analytics in Business Research: Conceptual Foundations, Acoustic Feature Extraction, and Applications, *Journal of Business Research*, Vol. 121, pp. 364–374.

Melumad, S., Hadi, R., Hildebrand, C., Ward, A. (2020): Technology-Augmented Choice: How Digital Innovations are Transforming Consumer Decision Processes, *Customer Needs and Solutions*, pp. 1–12.

De Bellis, E., Hildebrand, C., Ito, K., Schmitt, B., Herrmann, A. (2019): Personalizing the Customization Experience: A Matching Theory of Mass Customization Interfaces and Culture-Specific Information Processing, *Journal of Marketing Research*, Vol. 56(6), pp. 1050–1065.

Hildebrand, C. (2019): The Machine Age of Marketing: How Artificial Intelligence Changes the Way People Think, Act, and Decide, *Marketing Intelligence Review*, Vol. 11(2), p. 10-17.

Hildebrand, C., Bergner, A. (2019): AI-Driven Sales Automation: Using Chatbots to Boost Sales, *Marketing Intelligence Review*, Vol. 11(2), p. 36-41.

Hildebrand, C., Schlager, T. (2019): Focusing On Others Before You Shop: Exposure To Facebook Promotes Conventional Product Configurations, *Journal of the Academy of Marketing Science*, Vol. 47(2), pp. 291–307.

Rudd, M., Hildebrand, C., Vohs, K.D. (2018): Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation, *Journal of Marketing Research*, Vol. 55(5), pp. 766–781.

Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A., Franke, N. (2018): Social Customization Systems: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, *Journal of Management Information Systems*, Vol. 35(1), pp. 319–349.

Lieven, T., Hildebrand, C. (2016): The Impact of Brand Gender on Brand Equity: Findings from a Large-Scale Cross-Cultural Study in Ten Countries, *International Marketing Review*, Vol. 33(2), pp. 178–195.

De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A. (2015): Cross-National Differences in Uncertainty Avoidance Predict the Effectiveness of Mass Customization Across East Asia: A Large-Scale Field Investigation, *Marketing Letters*, Vol. 26(3), pp. 309–320.

Hildebrand, C., Häubl, G., Herrmann, A. (2014): Product Customization via Starting Solutions, *Journal of Marketing Research*, Vol. 51(6), pp. 707–725.

Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): Conformity and the Crowd, *Harvard Business Review*, Jul.–Aug., p. 23.

Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): When Social Media Can Be Bad For You: Community Feedback Stifles Consumer Creativity and Reduces Satisfaction with Self-Designed Products, *Information Systems Research*, Vol. 24(1), pp. 14–29.

Herrmann, A., Hildebrand, C., Sprott, D., Spangenberg, E. (2013): Option Framing and Product Feature Recommendations: Product Configuration and Choice, *Psychology & Marketing*, Vol. 30(12), pp. 1053–1061.

Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2012): Increasing Brand Attractiveness and Sales Through Social Media Comments on Public Displays – Evidence from a Field Experiment in the Retail Industry, *Lecture Notes In Computer Science*, Vol. 7319, pp. 443–460.

Selected Papers under Review

Empathy on Demand: How Empathic AI Can Scale Emotional Support for Online Harassment
(*Scientific Reports, Second Round*) (with A. Bergner, P. Winder)

Emotion by Design: How Gestural Interfaces Shape Consumer Experience and Choice
(Journal of Consumer Research, Second Round) (with J. Levav)

Conversational Bots Reduce Financial Planning Stress
(*Journal of Consumer Psychology, Second Round*) (with G. Yalcin, A. Valenzuela, M. Zehnle)

Beyond Words: Predicting Preference Strength From Vocal Cues
(*Journal of Marketing Research*, Second Round) (with M. Gaerth, H. Roggenkamp, Z. Jiang)

Selected Work in Progress

When “Chatting” Backfires: Conversational Survey Interfaces Reduce Review Helpfulness (with G. Yalcin, N. Castelo, M. Zehnle)

High-Stakes Decision Automation: Improving Speed, Accuracy, and Reducing Leakage through Automated Claims Handling (with P. Winder, Hommel, L.)

Cuddly, Not Creepy: Petmorphic Conversational AI Improves Consumer Responses (with H. Ghasemi, A. Sepehri, C. Lamberton)

Conferences & Proceedings Publications

Cascio Rizzo, L., Ceylan, G., Gaerth, M., Hildebrand, C., Khamitov, M., Luangrath, A., Melzner, J., Netzer, O., (2026): Beyond Text: Visual & Audio Processing to Understand Behavior, *Society for Consumer Psychology (SCP*; Special Session*).*

Lee, S.H., Sela, A., Linzen, I., Reichenbichler, M., Reutterer, T., Schweidel, D., Bernger, A., Winder. P., Hildebrand, C. (2026): How Generative AI Shapes Empathy, Self-Perception, and Trust, *Society for Consumer Psychology (SCP*; Special Session*).*

Gaerth, M., Roggenkamp, H., Hildebrand, C., Jiang, Z. (2025): Using Voice Data to Measure and Predict Consumer Preferences, *Association for Consumer Research (ACR*; Special Session*).*

Ghasemi, M., Sepeheri, A., Hildebrand, C., Lamberton, C. (2025): Cuddly, Not Creepy: Zoomorphic AI Companions Deepen Emotional Connection and Enhance User Engagement, *Association for Consumer Research (ACR*; Special Session*).*

Roggenkamp, H., Boegershausen, J., Hildebrand, C. (2025): Digital In-Context Experiments, *La Londe Conference.*

Winder, P., Hildebrand, C., Hartmann, J. (2024): Biased Echoes: Generative AI Models Reinforce Common Investor Biases and Magnify Financial Portfolio Risk, *Association for Consumer Research (ACR*; Special Session*).*

Valenzuela, A. et al. (2024): Consumers + Technology Dialogue: Replacing, Collaborating, and Experiencing—How Technology Augments Behavior, *Association for Consumer Research (ACR*; Round Table*).*

Winder, P., Hildebrand, C., Hartmann, J. (2024): Biased Echoes: Generative AI Models Reinforce Common Investor Biases and Magnify Financial Portfolio Risk, *Wharton GenAI Conference.*

Gaerth, M., Roggenkamp, H., Hildebrand, C. (2024): Using Voice Data to Predict and Understand Consumer Preferences, *MarkTech Conference Columbia Business School.*

Winder, P., Hildebrand, C., Hartmann, J. (2024): Biased Echoes: Generative AI Models Reinforce Common Investor Biases and Magnify Financial Portfolio Risk, *MarkTech Conference Columbia Business School.*

Roggenkamp, H., Boegershausen, J., Hildebrand, C. (2024): Digital In-Context Experiments: Bridging Methodology & Accessibility in Social Media Analytics, *MarkTech Conference Columbia Business School.*

Hoffman, D., Puntoni, S., Valenzuela, A., Belk, R., Castelo, N., Dietvorst, B., Frey, C., Hildebrand, C., Huh, Y.E., Longoni, C., Meyer, B., Spiekermann-Hoff, S., Sweeney, M., Talaifar, S., Wertenbroch, K., Tomaino, G. (2023): The Dark Side of AI – The Disruptive Effects of Technology on Consumer Choice, *Triennial Invitational Choice Symposium* (Special Session).

Zehnle, M., Yalcin, G., Hildebrand, C. (2023): AI-Powered Market Research: Conversational AI Reduces How Much Consumers Express Themselves, *Association for Consumer Research (ACR*; Special Session*).*

Winder, P., Hildebrand, C. (2023): Risky crypto: The effect of cryptocurrency as payment method on trust in consumer-firm relationships, *Association for Consumer Research (ACR).*

Diehl, K., Barasch, A., Bonezzi, A., Brandes, L., Castelo, N., Hamilton, R., Hildebrand, C., Lamberton, C., Longoni, C., Schreier, M. (2023): Roundtable Technology - Investigating the Effects of Technology in Fast Changing Environments, *European Assocation for Consumer Research* (*EACR*; Special Session).

Zehnle, M., Hildebrand, C. (2023): Human Reactions to AI Task Automation, *European Assocation for Consumer Research* (*EACR*; Special Session).

Zehnle, M., Hildebrand, C. (2023): Looking Back and Moving Forward: Current State of Research and New Insights on the Consumer-Algorithm Relationship, *European Marketing Academy Conference (EMAC).*

Hildebrand, C., Hofstetter R. (2022): Leveraging Unstructured Data for Consumer Insights: Novel Perspectives on Text, Image, and Video Analytics (Special Session), *Association for Consumer Research (ACR).*

Efthymiou, F., Hildebrand, C. (2022): Designing Vulnerable Conversational AI: The Impact of Trembling Vocal Cues on Empathic Concern and Prosocial Behavior, *Association for Consumer Research (ACR).*

Zehnle, M., Hildebrand, C. (2022): Algorithm Aversion is Real but Nuanced: A Meta-Analysis on 20 Years on Algorithmic Decision-Making, *Association for Consumer Research (ACR).*

Hildebrand, C., Hoffman, D., Novak, T. (2022): Conversational AI Design: How Initiation Modalities Shape Consumer Experience & Firm Perception, *Association for Consumer Research (ACR).*

Zehnle, M., Hildebrand, C. (2022): From Stressful to Playful: How Conversational Chatbots Improve Financial Planning, *Association for Consumer Research (ACR).*

Hildebrand, C., Hoffman, D., Novak, T. (2022): Leveraging Voice Analytics to Understand Consumer-Smart Object Interactions in the IoT, *European Marketing Academy Conference (EMAC).*

Efthymiou, F., Hildebrand, C. (2022): Designing Vulnerable Conversational AI: The Impact of Trembling Vocal Cues on Empathic Concern and Prosocial Behavior, *European Marketing Academy Conference (EMAC).*

Busquet, F., Bergner, A., Hildebrand, C. (2022): Love the Shape, but Hate the Weight: Leveraging Word Embeddings to Identify Product Innovation Opportunities, *European Marketing Academy Conference (EMAC).*

Zehnle, M., Hildebrand, C. (2022): Conversational Interfaces Reduce Financial Planning Stress, *European Marketing Academy Conference (EMAC).*

Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *Psychology of Technology Conference*, Santa Barbara, USA.

Hildebrand, C., Hoffman, D., Novak, T. (2021): Dehumanizing Voice Technology: Phonetic & Experiential Consequences of Restricted Human-Machine Interaction, *AAAI Artificial Intelligence for Human-Robot Interaction*, Virtual Symposium.

Zehnle, M., Hildebrand, C. (2021): Less is more? How Conversational Interfaces Alter Survey Outcomes, *American Psychological Association's Conference on Technology, Mind, & Society*, TMS 2021 Proceedings, Virtual Symposium.

Zehnle, M., Hildebrand, C. (2021): New Directions in Conversational AI: The Impact on Linguistic Style, Task Experience, and Firm Perception, *Swiss Academy of Marketing Science Conference*, Lucerne, Switzerland.

Bergner, A., Hartmann, J., Hildebrand, C. (2021): DeepMind: A Deep Learning Approach to Mind Perception & Smart Object Relationships, *Swiss Academy of Marketing Science Conference*, Lucerne, Switzerland.

Hildebrand, C., Hoffman, D., Novak, T. (2021): Detrimental Dehumanization in the IoT: Phonetic & Experiential Consequences of Restricted Human-Machine Interaction, *Conference on Artificial Intelligence, Machine Learning, and Business Analytics (Fox School of Business)*, Philadelphia, USA.

Castelo, N., Boegershausen, J., Hildebrand, C., Henkel, A. (2021): Bots at the Frontline: How Consumers Perceive Firms that Employ Service Robots, *Association for Consumer Research (ACR).*

Zehnle, M., Hildebrand, C. (2021): Conversational Interfaces Reduce Financial Planning Stress, *Association for Consumer Research (ACR).*

Efthymiou, F., Hampton, W., Hildebrand, C. (2021): How Big is That Voice? Vocal Tract Length of Conversational AI Affects Physicality Perceptions and Product Congruency, *Association for Consumer Research (ACR)*.

Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *Association for Consumer Research (ACR)*.

Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *INFORMS Marketing Science.*

Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *Artificial Intelligence in Management (AIM).*

Efthymiou, F., Hampton, W., Hildebrand, C. (2021): How Big is That Voice? Vocal Features of Conversational AI Affects Physicality Perceptions and Product Congruency, *European Marketing Academy Virtual Conference (EMAC).*

Zehnle, M., Hildebrand, C. (2021): The Impact of Conversational Survey Interfaces on Consumers' Written Self-Expression, *European Marketing Academy Virtual Conference (EMAC).*

Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Trust, and Task Delegation, *European Marketing Academy Virtual Conference (EMAC).*

Hampton, W., Hildebrand, C. (2021): Pavlov's Buzz? Mobile Vibrations as Conditioned Rewards and Modifiers of Consumer Decision-Making, *European Marketing Academy Virtual Conference (EMAC).*

Bergner, A., Hartmann, J., Hildebrand, C. (2021): Conferring Minds to Machines: A Deep Learning Approach to Mind Perception, Smart Object Relationships, and Task Delegation, *Society for Consumer Psychology (SCP).*

Belk, R., Fritz, W., Giesler, M., Hadi, R., Huang, S.-C., Hildebrand, C., Hoffman, D., Meyer, R., Novak, T., Puntoni, S., Reczek, R., Schmitt, B., Stephen, A., Valenzuela, A., Wertenbroch, K., Yalcin, G. (2020): Back to the Future: A Virtual Roundtable of Senior Academics Sharing Insights from Consumer Research on Technology, ACR Knowledge Forum, *Association for Consumer Research (ACR).*

Castelo, N., Boegershausen, J., Hildebrand, C., Henkel, A. (2020): How Robotic Customer Service Impacts Consumers' Evaluation of the Firm, *Association for Consumer Research (ACR).*

Valenzuela, A., Luna, D., Hildebrand, C., Du, J. (2020): Experiential Effects of Device-Dependent Voice Interactions: Resolving the Power Imbalance between Voice-assistants and Users, *Association for Consumer Research (ACR).*

Bergner, A., Hartmann, J., Hildebrand, C. (2020): Conferring Minds to Machines: A Deep Learning Approach to Anthropomorphism, Technology Attachment, and Task Delegation, *Association for Consumer Research (ACR).*

Hampton, W., Hildebrand, C. (2020): Pavlov's Buzz: Mobile Vibrations as Conditioned Rewards and Modifiers of Consumer Choice, *Association for Consumer Research (ACR).*

Busquet, F., Hildebrand, C. (2020): Black-Box Emotion Detection: On the Variability and Predictive Accuracy of Automated Emotion Detection Algorithms, *Association for Consumer Research (ACR).*

Bouwer, A., Hildebrand, C. (2020): A Contingency Theory of Artificial Intelligence: Consumer Beliefs, Value Creation, And Resistance to Creative AI, *Association for Consumer Research (ACR).*

Hildebrand, C., Hoffman, D., Novak, T. (2020): Syntactical Constriction in Human Machine Interaction with Digital Voice Assistants, *Academy of Management (AOM)*, Vancouver, Canada.

Efthymiou, F., Hildebrand, C. (2020): Morphing Vulnerable Machines: Paralinguistic Cues in Digital Voice Assistants Shape Perceptions of Physicality, Vulnerability, And Trust, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.

Busquet, F., Hildebrand, C. (2020): Black-Box Emotion Detection: On the Variability and Predictive Accuracy of Automated Emotion Detection Algorithms, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.

Hampton, W., Hildebrand, C. (2020): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.

Bergner, A., Hildebrand, C., Häubl, G. (2020): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.

Hildebrand, C., Bergner, A. (2020): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.

Hildebrand, C., Hoffman, D., Novak, T. (2019): Dehumanization in the IoT: Experiential Consequences of Human Interaction with Digital Voice Assistants, *Association for Consumer Research (ACR)*, Atlanta, USA.

Hampton, W., Hildebrand, C. (2019): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *Association for Consumer Research (ACR)*.

Hildebrand, C., Bergner, A. (2019): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking, *Association for Consumer Research (ACR)*, Atlanta, USA.

Bergner, A., Hildebrand, C., Häubl, G. (2019): Conversational Interfaces as Persuasion Devices: Implications for Consumer Choice and Brand Perceptions, *Association for Consumer Research (ACR)*, Atlanta, USA.

Hampton, W., Hildebrand (2019): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *Psychology of Technology Conference*.

Hildebrand, C., Hoffman, D., Novak, T. (2019): Dehumanization in the IoT: Experiential Consequences of Syntactically Constricted Human-Machine Interaction with Digital Voice Assistants, *GW Intelligence of Things Conference,* Washington, USA.

Hildebrand, C., Bergner, A., Häubl, G. (2019): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Miscalibrated Risk Taking, *Society for Consumer Psychology (SCP),* Savannah, USA.

Bergner, A., Hildebrand, C., Häubl, G. (2019): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Society for Consumer Psychology (SCP),* Savannah, USA.

Hildebrand, C., Bergner, A., Häubl, G. (2019): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *American Marketing Association CBSIG,* Berne, Switzerland.

Hildebrand, C., Hilden, T., Häubl, G. (2018): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Advances in Consumer Research (ACR),* Dallas, USA.

Hildebrand, C., Zhu, Y. (2018): The Psychophysiology of Touch-Sensitive Interfaces: Somatosensory Encoding of Intensity, Pleasantness, and Technology-Induced Affect-Regulation, *European Marketing Association Conference (EMAC)*, Glasgow, UK.

Hilden, T., Hildebrand, C. (2018): Conversational Customization Systems: How Natural-Language Processing Transforms Customer-Firm Relationships, *European Marketing Association Conference (EMAC)*, Glasgow, UK.

Walter, M., Hildebrand, C., Häubl, G., Herrmann, A. (2017): Mixing It Up: The Influence of Unsystematic Product Arrangements on Assortment Processing, *Advances in Consumer Research (ACR)*, San Diego, USA.

Hildebrand, C., Levav, J. (2017): Touch-Sensitive Computing Interfaces as Drivers of Experiential Consumption, *Advances in Consumer Research (ACR)*, San Diego, USA.

Hildebrand, C. (2017): The Psychophysiology of Touch-Sensitive Interfaces, *Advances in Consumer Research (ACR)*, San Diego, USA.

De Bellis, E., Hildebrand, C., Ito, K., Schmitt, B., Herrmann, A. (2017): How Cultural Identity Drives the Effectiveness of Mass Customization, *Advances in Consumer Research (ACR)*, San Diego, USA

Hildebrand, C., Levav, J., Herrmann A. (2016): Technology-Enhanced Preference Modalities: How Multi-Touch Devices Drive Experiential Consumption and Sales, *European Marketing Association Conference (EMAC)*, Oslo, Norway.

Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2016): The Impact of Product Display Formats on Consumers' Exploratory Search Behavior and Choice of Novel Product Alternatives, *European Marketing Association Conference (EMAC)*.

Esch, D., Hildebrand, C., Herrmann, A., (2016): Who Is David and Who Goliath? Consumers Variety and Complexity Perceptions as Opposing Drivers of Assortment Attractiveness and Choice Satisfaction, *European Marketing Association Conference (EMAC)*, Oslo, Norway.

Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2016): Mixing It Up: Disfluent Product Display Formats Promote the Adoption of Novel Products, *Theory and Practice in Marketing Conference (TPM)*, Houston, USA.

Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2016): Gamified Shopping: How Challenging Tasks Create a Desire to Acquire, *Theory and Practice in Marketing Conference (TPM)*, Houston, USA.

Schaefer, P., Hildebrand, C. (2016): Identification of Effective HIV Interventions When *P >> N*: A Cross-Country Application of Variable Selection Models and Elastic Net Regression Modelling, *JMP Discovery Summit*, Brussels, Belgium.

Hildebrand, C., Levav, J. (2016): Technology-Enhanced Preference Modalities: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Society for Consumer Psychology (SCP)*, St. Pete Beach (FL), USA.

Schlager, T., Hildebrand, C., Franke, N., Häubl, G., Herrmann, A. (2016): Social Product Customization: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, *Society for Consumer Psychology (SCP)*, St. Pete Beach (FL), USA.

Hildebrand, C., Levav, J., Herrmann, A. (2015): Haptic Product Configuration: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Advances in Consumer Research (ACR)*, New Orleans, USA.

De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A., Schmitt, B. (2015): Examining the Global Boundaries of Mass Customization: Conventional Configuration Procedures Clash with Holistic Information Processing, *Advances in Consumer Research (ACR)*, New Orleans, USA.

Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): The Facebook Mindset Effect: Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices, *Advances in Consumer Research (ACR)*, New Orleans, USA.

Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2015): Fighting Fixation and Promoting Exploration: The Influence of Non-Foveal Object Presentation on Consumer Search and Retail Sales, *Advances in Consumer Research (ACR)*, New Orleans, USA.

Hildebrand, C., Levav, J., Herrmann, A. (2015): Visceral Touch: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Theory and Practice in Marketing Conference (TPM)*, Atlanta, USA.

Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices, *European Marketing Association Conference (EMAC)*, Leuven, Belgium.

Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2015): Product Gamification, *European Marketing Association Conference (EMAC)*, Leuven, Belgium.

Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): The Facebook Mindset Effect: Incidental Exposure to Facebook Reduces Consumers' Self-Focus and Promotes Conservative Product Choices, *Society for Consumer Psychology (SCP)*, Phoenix (AZ), USA.

Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2015): Product Gamification, *Society for Consumer Psychology (SCP)*, Phoenix (AZ), USA.

Hildebrand, C., Schlager, T., Herrmann, A. (2014): Channel Priming: Salient Facebook Cues Impede Self-Awareness and Reduce the Feature-Richness of Self-Designable Products, *Thought Leaders in Marketing Channels Conference*, Paris, France.

Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2014): Product Gamification, *Advances in Consumer Research (ACR)*, Baltimore (MD), USA.

De Bellis, E., Ito, K., Hildebrand, C., Herrmann, A., Schmitt B. (2014): From Global Rollout to Local Failure: Western Self-Design Systems and Eastern Information Processing, *Society for Consumer Psychology (SCP)*, Washington (DC), USA.

De Bellis, E., Häubl, G., Hildebrand, C., Herrmann, A., Hertwig, R. (2013): Fatal Attractiveness: How Mating Cues Affect Managerial Decision Making, *Society for Judgment and Decision Making (SJDM)*, Toronto, Canada.

Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.

Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The impact of Friends on Self-Reports of Health-Related Behavior, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.

De Bellis, E., Griffin, J., Hildebrand, C., Hofstetter, R., Herrmann, A. (2013): Can't See the Forest For the Trees: Increased Local Processing in Mass Customization Systems, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.

Hildebrand, C., Hofstetter, R., Herrmann, A., Huber, J., Häubl, G. (2013): Harnessing Tacit Knowledge in Social Networks – A Social Approach to Incentivizing Truth-Telling, *Advertising and Consumer Psychology Conference (ACP)*, USA.

Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Advertising and Consumer Psychology Conference (ACP)*, USA.

Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): A social approach to truth-telling, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.

Hildebrand, C., Herrmann, A., Häubl, G. (2013): Development of a Two-Step Customization Approach to Minimize Consumers' Decision Complexity and Maximize Companies' Profitability – Evidence from Field and Lab Experiments, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.

De Bellis, E., Hildebrand, C., Griffin, J., Hofstetter, R., Herrmann, A. (2013): Accentuating the Forest Instead of the Trees: Induced Global Processing in Mass Customization Systems, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.

Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Theory & Practice in Marketing (TPM)*, London, UK.

Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior, *Theory & Practice in Marketing (TPM)*, London, UK.

Hildebrand, C., Hofstetter, R., Herrmann, A. (2012): Modeling Viral Marketing Dynamics in Social Networks – Findings From Computational Experiments with Agent-Based Simulation Models, *International Conference on Information Systems (ICIS)*, Orlando (FL), USA.

Hildebrand, C., Landwehr, J. R., Herrmann, A., Häubl, G. (2012): Taking the Complexity Out of Complex Product Customization Decisions, *Advances in Consumer Research (ACR)*, Vancouver, Canada.

Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2012): Increasing Brand Attractiveness and Sales Through Social Media Comments on Public Displays – Evidence from a Field Experiment in the Retail Industry, *International Conference on Pervasive Computing (PERVASIVE)*, Newcastle, UK.

Hildebrand, C., Landwehr, J. R., Herrmann, A., Häubl, G. (2012): Converging Consumer Preferences Online: The Influence of Community Feedback on Creativity and Satisfaction with Self-Designable Products, *European Marketing Association Conference (EMAC)*, Lisbon, Portugal.

Forster, N., Hildebrand, C., Herrmann, A. (2012): The Role of Motivational Drivers and Reward Types on Facebook Brand Page Growth – Empirical Evidence from a Field Experiment in the Swiss Health Club Industry, *European Marketing Association Conference (EMAC)*, Lisbon, Portugal.

Hildebrand, C., Landwehr, J. R., Herrmann, A. (2012): Failing to Follow Your Own Star – Preference Formation, Deviation, and the Negative Influence of Community-Feedback on Self-Designable Products, *American Marketing Association (AMA)* Winter Educators' Conference, St. Petersburg (FL), USA.

Hildebrand, C., Landwehr, J. R., Herrmann, A. (2011): When Artificial Feedback Hurts – Empirical Evidence from Community-Based Configuration Systems, *International Conference on Information Systems (ICIS)*, Shanghai, China.

Practitioner Publications

Hildebrand, C. (2021): Conversational Commerce [Editorial], *Marketing Review St. Gallen*, Vol. 4, p. 3.

Schär, P., Hildebrand, C., Efthymiou, F. (2021): Conversational Commerce in Finance, *Marketing Review St. Gallen*, Vol. 4, p. 6-9.

Hildebrand, C., Hundertmark, S. (2021): A Strategy Framework to Boost Conversational AI Performance, *Marketing Review St. Gallen*, Vol. 4, p. 10-16.

Hildebrand, C., Bergner, A. (2021): Wie Chatbots die Bankenwelt verändern [How Chatbots Change The Future of Banking], *Die Volkswirtschaft*, Vol. 4, p. 52-53.

Neumann, J., Hildebrand, C. (2019): Talking Versus Typing: The Power of Voice-Based Remote Controls, *Marketing Intelligence Review*, Vol. 11(2), p. 54-59.

Hildebrand, C. (2013): Sozialer Mainstream – Soziale Produktkonfiguratoren [Social Mainstream – Social Product Configurators], *Business Impact*, Vol. 4, p. 74.

Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): Die Crowd macht gleich [extended reprint of HBR article "Conformity and the Crowd"], *Harvard Business Manager*, Vol. 9, pp. 6–9.

Hildebrand, C., Henkel, S. (2013): Buy Buy – Intelligente Produktkonfiguratoren [Buy Buy – Intelligent Product Configurators], *Business Impact*, Vol. 1, p. 78.

Other Publications

Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2011): Social Networks in Pervasive Advertising and Shopping. In: *Pervasive Advertising*, Müller, J, Alt, F., Michelis, D. (Eds.), Springer Human-Computer Interaction, pp. 207-225.

Herrmann, A., Hildebrand, C. (2011): Planung von Produkteigenschaften - Semi-Quantitative Neuproduktentwicklung auf Basis der Means-End-Analyse. In: *Handbuch Technologie- und Innovationsmanagement*, Albers, J., Gassmann, O. (Eds.), pp. 401-418.

Hildebrand, C. (2008): Produktentwicklung mit Virtual Communities - Kritische Reflexion und prozessuale Fundierung interaktiver Wertschöpfungpsprozesse. In: *Modernes Innovationsmarketing im Kontext von Open Innovation*, Pohl, A., Mühlhaus, D. (Eds.), pp. 142-160.

Selected Research Grants

"The Conversational Consumer: Mapping Voice Interaction Patterns Across Contexts & Time to Enhance AI-Mediated Consumer Touchpoints", C. Hildebrand (PI), SNSF, ~CHF 358k.

"Towards Inclusive AI: Leveraging Conversational AI to Reduce Risk Exposure of Marginalized Consumers & Elevate Consumer Financial Well-Being", C. Hildebrand (PI), SNSF, ~CHF 306k.

"A Deep-Learning Approach to Mind Perception", C. Hildebrand, Basic Research Fund (PI), University of St. Gallen, ~CHF 100k.

"Leveraging Passive Mobile Sensing to Foster Corporate Well-Being", W. Hampton & C. Hildebrand, InnoSuisse, ~CHF 330k

"Voice-Controlled Interfaces as Scalable Truth-Detection & Service Excellence Systems", C. Hildebrand & J.-M. Leimeister, Basic Research Fund, University of St. Gallen, ~CHF 98k.

"Conversational Interfaces as Preference Expression Modalities", C. Hildebrand (PI), SNSF, ~CHF 318k.

"Risk Calibration & Persuasion Mechanisms of Conversational Robo Advisors", C. Hildebrand (PI), Basic Research Fund, University of St. Gallen, ~CHF 90k.

"Behavioral and Psychological Consequences of Multi-Touch Computing Interfaces for Business and Society", C. Hildebrand (PI), SNSF, ~CHF 310k.

"Perceptual Disfluency of Product Display Formats and Consumer Choice", G. Häubl (PI), C. Hildebrand (Co-Investigator), SNSF, ~CHF 230k.

"Cross-Cultural Effects of Processing-Congruent Interfaces on Consumer Choice", C. Hildebrand (Co-Investigator) and J. Jiang (Co-Investigator), UniGE-Renmin Joint University Fund, ~CHF 10k.

"Streaming Technology in Higher Education: Evidence from a Randomized Field Experiment", M. Pellizzari (PI), J. Lucchetti (Co-Investigator), C. Hildebrand (Co-Investigator), UniGE Commission Informatique, ~CHF 10k.

Teaching

University of St. Gallen

- *Bachelor*
  - Research Methods (until 2015)
- *Master*
  - AI for Business (Master in Management)
  - Machine Learning for Marketers (Master Marketing)
  - Consumer Behavior & Methods (Master Marketing)
  - Marketing Analytics & Behavioral Insights (Master Computer Science)
  - Web Data & Digital Analytics (All Master Programs)
  - Quantitative Research Methods (SIM) (until 2019)
  - Applied Multivariate Statistics (until 2015)
  - Consumer Behavior and Quantitative Market Research (until 2015)
- *PhD*
  - Statistics with R (GSERM)
  - Computational Implementation of Experiments (GSERM)
  - Quantitative Research Methods (DOKSEM MKTG)
  - Behavioral Economics & Decision Making (DOKSEM MKTG)
  - Writing Excellent Dissertations in Marketing (DOKSEM MKTG)
- *Executive*
  - Analytics for Managers (EMBAX, Executive MBA with ETH Zurich)
  - Modern Marketing: From Funnels to Dynamic Sales Loops
  - Sales Automation
  - Custom Inhouse Programs
    - Transforming Banking & Financial Services with GenAI (e.g., China Construction Bank; Agricultural Development Bank of China)
    - Data Literacy & Data Initiatives Management (e.g., Swiss Re, UBS)
    - Touch-Point Management & Customer Journey Analytics (e.g., Silhouette International, Banque Cantonale de Genève)
    - Digital Literacy & Digital Workplace Skills (NATO Cybersecurity Unit)

University of Geneva (*still teaching)

- *Bachelor*
  - Web-Based Data Collection
- *Master*
  - Data Science for Business Analytics
  - Web Data and Digital Analytics
  - Business Analytics Strategy
- *Executive*
  - Digital Transformation for Executives (Executive MBA)*

Service to University

Executive Director	Institute of Behavioral Science & Technology, since 04/2021
Vice Dean	School of Management, 02/2023 - 01/2025
School Representative	School of Management Committee, 02/2021 - 01/2025
Program Head	PhD in Marketing (School of Management), 04/2020 - 02/2023
PLA Member	Brand Strategy & Rebranding University of St. Gallen (2021/22)
Founder & Director	TechX Lab (UNISG), since 06/2019
Director	Institute of Marketing (UNISG), until 03/2021
Co-Director	Master in Business Analytics (UNIGE)
Co-Director	Geneva Center for Decision Sciences (UNIGE)
Board Member	Center for Aviation and Space Competence (CFAC-HSG)
Board Member	Center for Space and Aviation Switzerland & Liechtenstein
Scientific Committee	Research Committee (UNISG)
Scientific Committee	CB/Analytics Track; Master in Marketing Management (UNISG)
Scientific Committee	Behavioral Lab Geneva (UNIGE)
Scientific Committee	PhD Program Marketing (UNISG) / Management (UNIGE)
Scientific Committee	Institutional Review Board; Institute of Management (UNIGE)
Discussant	Politique Numérique de l'Etat de Genève (UNIGE)

Service to Scientific Community

Editorial Review Boards	Journal of Consumer Research; International Journal of Research in Marketing; Journal of Retailing
Search, Promotion, & Dissertation Committees	Aalto University, WU Vienna, TU Munich, LMU Munich, Georgia Institute of Technology, University of Houston, Rotterdam School of Management, University of Zurich, University of Geneva, École Hôtelière de Lausanne
Mentoring Faculty	Junior Faculty & Early Career Mentoring Advisor (ACR)
Jury Member	MSI Clayton Dissertation Award
External Examiner	Replication & Code Assessment (e.g., *Management Science*)
Guest Editor	Marketing Review St. Gallen (*Conversational Commerce*)
Guest Editor	GfK Marketing Intelligence Review (*Machine Age of Marketing*)

Service to Business Practice

Board Member	Swiss Insights (“Swiss Data Insights Association”)
Jury Member	German AI Award (Bilanz and McKinsey Germany)
Group Leader	The Piik – Cross Industry Summit on Business Transformation
Moderator	Swiss Healthcare & Branding Conference
Academic Supervisor	Business Consulting Days St. Gallen
Pro-Bono Consulting	Start-Up’s (FinTech & Other Tech-Related Startup’s)

Professional Affiliations

ACR	Association for Consumer Research
AIS	Association for Information Systems
AMA	American Marketing Association
EMAC	European Marketing Academy
SCP	Society for Consumer Psychology

Selected Reviewer Activities

Journals Nature, Nature Human Behavior, PlosOne, Management Science, Marketing Science, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, Journal of Marketing, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, Marketing Letters, Journal of Business Research, European Journal of Marketing, Computers & Human Behavior, Behavior & Information Technology, Journal of Information Technology & Decision Making, Emotion Review

Conferences AAAI Conference on Artificial Intelligence, Advances in Consumer Research (ACR), Technology, Mind & Society (TMS), American Marketing Association Winter Educator's Conference (AMA), Annual Conference of European Marketing Academy (EMAC), International Conference on Information Systems (ICIS), European Conference on Information Systems (ECIS)

Advanced Training in Quantitative Research Methods

07/2012 – 08/2012	Probability Models for Network Data *University of Michigan (Bruce Desmarais)*
07/2012 – 08/2012	Advanced Maximum Likelihood Estimation *University of Michigan (Bradford Jones, David Darmofal)*
09/2011	Analysis of Exponential Random Graph Models Using PNET *University of Zurich (Garry Robins, Peng Wang, Philippa Pattison)*
08/2011	Advanced Network Analysis for Longitudinal Data *University of Essex (Filip Agneessens, Guido Conaldi)*
08/2011	Pooled Time Series Cross-Section Analysis *University of Essex (Robert Walker)*
06/2010 – 07/2010	Advanced Regression Analysis *University of Michigan (Dave Armstrong)*
06/2010 – 07/2010	Maximum Likelihood Estimation *University of Michigan (Christopher Zorn)*
06/2010 – 07/2010	Data Mining *University of Michigan (Robert Stine)*
08/2009	Exponential Random Graph Models for Social Networks *Northwestern University (Garry Robins)*
08/2009	Agent-Based Modeling *Northwestern University (Uri Wilensky)*
02/2006	Microeconometrics & Panel Data Analysis *Graduate Center of Excellence, University of Trier (Lutz Bellmann)*

Selected Project & Consulting Experience

Projects with Leading Positions or Co-Leading Positions:

- *Swiss Re*: Developing a global, group-wide data-literacy program
- *Logitech AG:* 360 UX Model
- *Audi AG*: Social Car Configurators, Two Stage Customization, Virtual Reality
- *Skoda AG*: Social Media Integration in Car Configurators
- *Volkswagen AG*: Driving Pattern Prediction for Electric Vehicles
- *T-Systems International*: Positioning of Cloud Services
- *Automotive Reloaded*: Industry Summit (T-Systems International, Automotive IT)
- *The Piik*: Invitation-Only Summit in Co-operation with leading Swiss companies

Projects with Non-Leading Positions:

- *Audi AG:* Cross-Cultural Product Customization
- *Roche Diabetes Care GmbH:* Mobile Applications & Personalized Medicine
- *Swiss Post AG:* Interactive In-Store Decision Aids
- *Mammut AG*: Customer Clinic for Soft-Shell Jackets
- *Valora AG*: Digital Signage Systems
- *Kind GmbH*: Behavioral Branding & Brand Strategy
- *B2B Brand Excellence*: Brand Strategy with 10+ companies (various industries)
- *REWE AG*: Employee Satisfaction and Financial Performance

Other:

- *Expert Witness:* Methodological assessment of research studies in legal cases

Other Work Experience

since 07/2005	Part-Time Self-Employment (IT Consulting) *Content Mgmt. Systems, Shopping Solutions, Billing Systems*
since 08/2007	Part-Time Self-Employment (Marketing Analytics Consulting) *Category Management Optimization, Targeted Marketing*
08/2009 – 01/2010	Assistant to the CEO, AFE Indutec & Consult GmbH *Business Process Optimization; Pricing*
10/2008 – 01/2009	Intern, Daimler AG *Customer Analytics & Product Management*
06/2008	IBM AG *Supply Chain Strategy & Optimization*
06/2007 – 12/2007	Research Assistant, Marketing & Innovations, University of Trier *Development of an E-Learning Platform*
04/2007 – 04/2008	Tutor & Teaching Assistant, University of Trier *Operations Research, Innovation Management*
06/2006 – 06/2007	Research Assistant, Computing Center, University of Trier *Consulting (Software Packages, Statistical Consulting)*
01/2006 – 04/2006	Intern, Laborox GmbH *Pricing & Quantitative Market Research*
04/2003 – 12/2003	German Air Force *Military service, Weert / Netherlands*
2002 – 2004	Fitness Instructor *City Fit Bitburg, Bodystyle Sports Club Trier, Eifel Sport Hotel*

Private

Competitive long-distance racing (trail running and ski mountaineering).

Selected race results:

Race	Year	Category	Distance	Up-/Downhill	Rank
UTMR	2017	TRAIL	116km	8’500m	1st
SWISS IRONTRAIL	2015	TRAIL	90km	5’500m	2nd
ULTRAKS ENGADIN	2016	TRAIL	30km	1’800m	3rd
TRAIL DES PATROUILLEURS	2017	TRAIL	45km	3’500m	3rd
GORE-TEX TRANSALPINE	2016	TRAIL	250km	16’000m	13th
UTMB	2018	TRAIL	170km	10’000m	38th
SUPER SKIMARA	2018	SKIMO	39km	3’700m	8th
SELLARONDA SKI MARATHON	2026	SKIMO	42km	2’750m	33th