

Curriculum Vitae - Cindy Candrian

Contact Information

Chair for Marketing and Market Research

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Short Profile

Cindy Candrian was born in 1994. She studied Banking and Finance at the University of Zurich. During her studies, her interest in the field of technology and artificial intelligence intensified. At the same time, she founded Infinity Charter AG together with a partner, where she started working in the field of private aviation and gathered work experience as an entrepreneur. While pursuing her graduate studies, she wrote her Master Thesis at the chair for Marketing and Market Research on cognitive biases in human-robot interactions. The research further fueled her interest in the possibilities that the digital age offers and how these intersect with neuroscience, marketing and consumer psychology. She decided to pursue a PhD upon completing her Thesis.

In her free time, Cindy enjoys going on outdoor adventures with her dog, travelling and meeting up with friends.

Education

- 08/2018 - present UNIVERSITY OF ZURICH, SWITZERLAND
Doctorate in Business Administration, Department of Business Administration, Chair for Marketing and Market Research
- 08/2016 - 07/2018 UNIVERSITY OF ZURICH, SWITZERLAND
Master of Arts in Economics and Business (“magna cum laude”),
Principal studies: Banking and Finance
- 08/2013 - 07/2016 UNIVERSITY OF ZURICH, SWITZERLAND
Bachelor of Arts in Economics and Business (“magna cum laude”),
Principal studies: Banking and Finance
- 08/1991 - 06/2000 SWISS INTERNATIONAL SCHOOL, SWITZERLAND
Degree: Matura

Academic and Professional Experience

- 08/2018 - present UNIVERSITY OF ZURICH, SWITZERLAND
PhD candidate in Business Administration, Department of Business Administration, Chair for Marketing and Market Research
- 05/2014 - present INFINITY CHARTER AG, SWITZERLAND
Founder of private jet chartering company
- 02/2012 - 04/2014 JET-LINK AG, SWITZERLAND
Freelance office assistant