

# Curriculum Vitae – Claudia Wenzel

## Contact Information

Research Associate  
Chair of Marketing and Market Research

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## Short Profile

Claudia is a research associate & PhD candidate at the Chair of Marketing and Market Research. She has completed both her undergraduate and graduate studies in Management & Economics at the University of Zurich. After her Bachelor Thesis on product success in a cross-national context, she already joined our chair as a teaching and research assistant. During her master studies she focused on courses in econometrics and data science and wrote her Master Thesis on the performance of matching methods under endogeneity. Claudia is intrigued by how people nowadays freely share personal information online for even small benefits such as product recommendations and personalized offers. She is interested in what drives consumers on a behavioral, social and technical level.

In her free time, Claudia enjoys doing sports, especially running, and gardening. She has already completed the Zurich Marathon and is always looking for the next (athletic) challenge.

*Research focus:* experimental designs, predictive analytics, internet marketing, human values.

## Education

09/2018-	UNIVERSITY OF ZURICH, SWITZERLAND Doctorate in Business Administration.
09/2015-02/2018	UNIVERSITY OF ZURICH, SWITZERLAND Master of Arts in Management & Economics (Grade: 5.4, magna cum laude).
09/2011-08/2015	UNIVERSITY OF ZURICH, SWITZERLAND Bachelor of Arts in Management & Economics (Grade: 5.4, magna cum laude).
08/2008-02/2011	BRILLAT-SAVARIN-SCHOOL, BERLIN, GERMANY Apprenticeship in Hotel Management (Grade: 1.0, excellent).
09/2000-06/2008	JOHANN-WALTER-GYMNASIUM, TORGAU, GERMANY Secondary School Examination. Degree: Abitur (Grade: 1.9, good).

## Academic and Professional Experience

08/2018-	EPIPHANY AG, SCHAAN, LICHTENSTEIN Junior data science consultant.
02/2018-11/2018	SWISS INTERNATIONAL AIR LINES, KLOTEN, SWITZERLAND Customer data intelligence support.
09/2015-02/2018	UNIVERSITY OF ZURICH, SWITZERLAND Student Research Assistant at the Chair of Marketing and Market Research.
10/2014-03/2018	BAIN & COMPANY, ZURICH, SWITZERLAND Working student in administration, back office and reception.

## Teaching

FS19	R - A non-technical Introduction with applications to Marketing
FS16-FS17	Marketing Analytics I