

# Curriculum Vitae – Jeroen van den Ochtend, M.A.

## Contact Information

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## Content

Short Profile	2
Education	2
Professional Experience	3
Professional Affiliations	4
Conference Presentations	4
Teaching	4

## Short Profile:

Jeroen is a research assistant at the URPP in Social Networks at the University of Zürich. After obtaining his bachelor in Business Administration in Amsterdam, he completed his master in Management and Economics at the University of Zürich. After writing a thesis on the influence of social networks on consumer behavior, he decided to start at our chair. He enjoys working with the team to provide marketing related solutions to the challenges firms face nowadays in the quickly developing digital landscape. If Jeroen is not at the office, he's probably busy concurring the Dutch market as he works part-time for a digital marketing agency. In his spare time, he enjoys going to the mountains or improving his table soccer skills.

*Research Focus:* social networks, herd-behavior, customer development, word-of-mouth,

*Methodological Focus:* network analysis, survival analysis, spatial analysis, matching

## Education

11/2015-Present	UNIVERSITY OF ZURICH, SWITZERLAND PhD in Business Administration, Department of Business Administration, Chair for Marketing and Market Research & URPP Social Networks Title of current research: Cross-buying behavior; the importance of private and social signals.
02/2012-06/2015	UNIVERSITY OF ZURICH, SWITZERLAND Master of Arts in Management and Economics Master thesis: Social effects on the Cross-selling of a Video-On-Demand service.
02/2006-02/2010	UNIVERSITY OF APPLIED SCIENCE OF AMSTERDAM, NETHERLANDS Bachelor in Business Administration, direction Logistics and Economics Bachelor thesis: Developing Key Performance Indicators for a flower processing company at the International Flower Auction. Internship: Process innovation. Analyzing and improving an orchid delivery system at Aphrodite Orchidee. Focus on finding and reporting bottlenecks in the operation processes.
09/2009-02/2012	ÖREBRO UNIVERSITY, SWEDEN Erasmus exchange program as part of studies at the University of applied science of Amsterdam. Main subject: Global marketing.
09/2000-09/2005	HERBERT VISSERS COLLEGE, NETHERLANDS Senior General Secondary Education. Direction: Economics and Society.

## Professional Experience

- 11/2015-Present UNIVERSITY OF ZURICH, SWITZERLAND (60%)  
Research Associate in Business Administration, Department of Business Administration, Chair for Marketing and Market Research & URPP Social Networks
- 08/2015 - Present WEBREPUBLIC, SWITZERLAND (40%)  
Digital Campaign Manager Netherlands. Responsible for the creation and optimization of digital marketing campaigns with a focus on the Dutch market.
- 08/2014 - 04/2015 BAXTER HEALTHCARE, SWITZERLAND (50%)  
Marketing Project Coordinator at the Renal EMEA division. Responsible for the development of commercial tools for a product launch in EC/EMEA, the development of a project tracking tool with SharePoint, and supporting the Go-To-Market country plans review for a broad product launch in EMEA.
- 09/2013 -08/2014 BAXTER HEALTHCARE, SWITZERLAND (100%-40%)  
Marketing Intern at the Renal EMEA division. Responsible for market research and the development of marketing tools for internal staff (training) and external audience (health care professionals) to increase market penetration of peritoneal dialysis products in the EMEA region.
- 06/2011 - 02/2012 KUYICHI, NETHERLANDS (100%)  
Logistic coordinator. Managing the inbound and outbound processes. Responsible for transport planning, warehouse management, and carrier management.
- 02/2010 - 02/2011 APHRODITE ORCHIDEE, NETHERLANDS (100%)  
Purchaser at Aphrodite Orchidee (NL). Purchasing raw materials, decoration and other products to create customer- ready orchids and bouquets for supermarket chains. Managing inventory and responsible for optimization of data processes.
- 2006- 2009 APHRODITE ORCHIDEE, NETHERLANDS (40% - 20%)  
Part-time employee. Processing data with Microsoft word, excel, PowerPoint, Visio, etc. Assist in developing the strategy plans and developing clear function profiles for several positions.

## Conference Presentations

- van den Ochtend., J. Meierer, M., & Algesheimer, R. (2018). The Impact of Private Information and Social Influence on Consumer Behavior. International conference on computational social sciences, Evanston, USA, July 2018.
- van den Ochtend., J. Meierer, M., & Algesheimer, R. (2017). The importance of Private Information and Social influence for Customer behavior. European Marketing Academy Annual Conference, Groningen, Netherlands, May 2017.
- van den Ochtend., J. Meierer, M., & Algesheimer, R. (2016). Social influence on cross-selling: the importance of private and social signals European Marketing Academy Annual Conference, Oslo, Norway, May 2016.

## Research Grants, Scholarships and Third Party Funding

- 2018 Swiss National Science Foundation (SNSF) grant: “Consumer’s Inner Conflict: When Social Information and Norms Contradict Private Information”: Co-Investigator.
- 2018 University of Zurich Research “Forschungskredit”. Project: The impact of social influence on consumer behavior.

## Professional Affiliations

EMAC	European Marketing Academy
INFORMS	Institute for Operations Research and the Management Sciences
Oec@UZH	Alumni University of Zurich

## Advanced trainings

- 2017 Dynamic Linear Models, Harald van Heerde (Massy University), a one week PhD seminar, University of Zurich, 11/2013.
- 2016 ICPSR, University of Michigan, four week PhD summer school with courses in Advanced Maximum likelihood and Causal Inference.

## Teaching

FS16-FS19	Marketing Analytics I (BA lecture), TA
HS18-	A Non-Technical Introduction to R (BA seminar), Lecturer
HS17-	A Non-Technical Introduction to R (BA seminar), TA