

## Curriculum vitae



### Personal information

First name / Surname  
Contact information

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### Education

Dates	Starting in August 2016
Study course	PhD student at the Graduate School of Business
Organization	University of Zurich, Switzerland Chair of Marketing (Prof. Dr. Martin Natter)
Dates	October 2013 – February 2016
Title of qualification awarded	Master of Science in Business Administration Major: Marketing; Minor: Economic Behavior, Markets and Institutions
Organization	University of Cologne, Germany
Dates	September 2012 – December 2012
Study course	Business Administration and Economics
Organization	University of Birmingham, United Kingdom
Dates	October 2010 – September 2013
Title of qualification awarded	Bachelor of Science in Business Administration and Economics Major: Management, Marketing
Organization	Goethe-University Frankfurt am Main, Germany
Dates	September 2001 – June 2010
Title of qualification awarded	High school certificate (Abitur: average grade 1.6) Principal subjects: English, French
Organization	Einhardschule Seligenstadt, Germany

**Work experience**

Dates	Since March 2016
Position	Research assistant and doctoral candidate
Employer	University of Zurich, Switzerland Chair of Marketing (Prof. Dr. Martin Natter)
Dates	July 2015 – December 2015
Position	Working student (Marketing Communications)
Employer	Kao Germany GmbH, Darmstadt, Germany International manufacturer of consumer goods
Dates	March 2015 – June 2015
Position	Internship
Employer	Simon-Kucher & Partners, Cologne, Germany Marketing and management consultancy
Dates	February 2014 – April 2014
Position	Internship
Employer	Kienbaum Communications, Gummersbach, Germany Business and communication consultancy
Dates	March 2013 – April 2013
Position	Internship
Employer	ZDF Enterprises, Mainz, Germany German broadcast station ZDF (Zweites Deutsches Fernsehen)
Dates	October 2011 – August 2012
Position	Tutor at the Chair of Product Marketing and Communication
Employer	Goethe-University Frankfurt am Main, Germany

**Conference presentations**

2016	Vuckovac, D., Wamsler, J., Ilic A., & Natter, M. (2016). Getting the Timing Right: Leveraging Category Inter-purchase Times to Improve Recommender Systems. ACM Conference on Recommender Systems (RecSys), Boston, USA, September 2016.
2017	Wamsler, J., Reiner, J., & Natter, M. (2017). The Triple Role of Price. European Marketing Academy Annual Conference (EMAC), Groningen, Netherlands, poster presentation, May 2017.
2018	Wamsler, J., Vuckovac, D., Natter, M., & Ilic. A. (2018). Inferring True Inter-Purchase Times from Incomplete Information: A Model Comparison. European Marketing Academy Annual Conference (EMAC), Glasgow, UK, May-June 2018.

**Awards**

2017	Best paper award for “Cross-Product Signaling Effects: The Risk-Revealing Role of Price Among Complementary Insurance Products” at the 2 <sup>nd</sup> EMAC Junior Faculty & Doctoral Student Research Camp, University of Vienna, Austria, August-September 2017.
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**Professional affiliations**

EMAC European Marketing Academy

**Advanced trainings**

- 2016 Categorical Data Analysis, Shawna Smith (University of Michigan), one week PhD course as part of the Global School in Empirical Research Methods (GSERM) at the University of St. Gallen
- 2016 Bayesian Data Analysis, John Kruschke (Indiana University), one week PhD course as part of the Global School in Empirical Research Methods (GSERM) at the University of St. Gallen
- 2017 CLV Workshop, Peter Fader (Wharton University of Pennsylvania) and Bruce Hardie (London Business School), two-day workshop at WU Vienna
- 2017 Dynamic Linear Models, Harald van Heerde (Massey University, New Zealand), one week PhD seminar at the University of Zurich
- 2017 Choice-Based Conjoint (CBC) Workshop, Winfried Steiner (Technical University Clausthal) and Peter Kurz (KANTAR TNS), four-day workshop in Hamburg

**Teaching**

- FS16 – Retail Marketing (Master level, lecture with exercise), teaching assistant
- FS17 – Retail Marketing (Master level, seminar), teaching assistant
- HS16 Interactive Marketing (Master level, seminar), teaching assistant
- FS16 – Supervision of Bachelor's and Master's theses