

# Curriculum Vitae – Patrick Bachmann

## Contact Information

Research Associate at the University Research Priority Program (URPP) on Social Networks and Chair of Marketing and Market Research

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## Short Profile

Patrick is a research a research associate at the Chair for Marketing and Market Research and at the University Priority Program “Social Networks” at the University of Zurich. He completed his master in Business Administration at the University of Zurich. Patrick is working in the field of Customer Relationship Management and Network Lifetime Value. When Patrick is not in the office you probably find him somewhere in the mountains taking pictures, playing floorball, skiing or windsurfing.

*Research focus:* value of social ties, network lifetime value and social customer relationship management, customer lifetime value and customer relationship management

*Methodological focus:* random coefficient logit models, latent customer attrition models, structural equation modelling, machine learning

## Education

- 08/2014-present UNIVERSITY OF ZURICH, ZURICH, SWITZERLAND  
PhD in Business Administration, Department of Business Administration,  
Chair for Marketing and Market Research & URPP Social Networks.  
Research field: Customer Relationship Management and Network Lifetime  
Value.
- 09/2011-09/2014 UNIVERSITY OF ZURICH, ZURICH, SWITZERLAND  
Master of Arts in Business Administration.  
Main subjects: Marketing and human resource management.  
Master thesis: The Value of Social Ties.
- 09/2007-04/2012 UNIVERSITY OF ZURICH, ZURICH, SWITZERLAND  
Bachelor of Arts in Business Administration  
Bachelor thesis: Nachfragemodellierung mit dem "Random Coefficient  
Logit Model".
- 09/2006 KANTONSSCHULE WIEDIKON ZÜRICH, SWITZERLAND  
Bilingual Matura (German & English)

## Academic and Professional Experience

- 06/2013-present UNIVERSITY OF ZURICH, ZURICH, SWITZERLAND (70%)  
Research Associate in Business Administration, Department of Business  
Administration, Chair for Marketing and Market Research.
- 09/2011-present KANTONSSCHULE WIEDIKON ZÜRICH, SWITZERLAND (30%)  
Information systems technician: IT and Network Coordinator
- 09/20010-09/2014 KANTONSSCHULE WIEDIKON ZÜRICH, SWITZERLAND  
Lecturer. Teaching the class „Introduction to Computer Science“.

## Research Grants

2016-2017      University of Zurich Research "Forschungskredit". Project: Relaxing the Assumptions in Pareto/NBD Customer Lifetime Models.

## Teaching

### *As Research Associate at University of Zurich*

FS19-              Python - A non-technical intro. to big data tech., team work and interactive visualization with applications to Marketing (Master Lecture)

HS17-              Machine Learning - A non-technical introduction (Master Lecture)  
Python - A non-technical introduction (Master Lecture)

FS17-              R - A non-technical introduction to big data techniques, team work and interactive visualization (Master Lecture)

HS16                A non-technical introduction to R (Bachelor Lecture)  
Demystifying the role of data science for marketing: What do you actually do in the sexiest Job of the 21<sup>st</sup> Century? (Master Lecture)

FS15-FS16        Advanced Data Science (Master Seminar)

HS15-FS16        Social Customer Relationship Management (Master Seminar)

FS14                Advanced Modeling Techniques (Master Seminar)

### *As Lecturer at the Kantonsschule Wiedikon*

HS10-FS14        "Introduction to Computer Science"