



WEDNESDAYS, 18:00-20:00

# DATA SCIENCE & MARKETING

GUEST LECTURE SERIES

## LEVERAGING DATA TO CREATE BUSINESS VALUE:

*11 UZH ALUMNIS REPORT HOW BUSINESSES  
DO DATA-DRIVEN DECISION MAKING*

**ROOM  
SOC-1-106**

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[www.marketing-group-zurich.com](http://www.marketing-group-zurich.com)

22.09.2021 ROOM SOC-1-106

**Kick-off**

Introduction to Data Science

29.09.2021 ROOM SOC-1-106

**Swiss International Airlines**

Dr. Margot Löwenberg  
Senior Manager Data Projects

06.10.2021 ROOM SOC-1-106

**Digitec**

Dr. Abel Camacho Guardian  
Senior Data Analyst

13.10.2021 ONLINE

**Vivo**

Dr. Xinyu Zou  
Data Analysis Engineer

20.10.2021 ROOM SOC-1-106

**ABB**

Dr. Selin Akca  
Marketing Data Scientist

27.10.2021 ROOM SOC-1-106

**Aspaara**

Dr. Alexander Grimm  
CEO & Co-Founder

03.11.2021 ROOM SOC-1-106

**Migros**

Dr. Jean-Philippe Wüllrich  
Data Scientist

10.11.2021 ONLINE

**European central Bank**

Dr. Raluca Gui  
Data Scientist

17.11.2021 ONLINE

**Beekeeper**

Salome Lang  
Senior Data Scientist

24.11.2021 ROOM SOC-1-106

**Cembra**

Dr. Jeroen van den Ochtend  
Senior Data Scientist

01.12.2021 ONLINE

**Roche**

Dr. Zhao Yang  
Data Scientist

08.12.2021 ROOM SOC-1-106

**Bain**

Patrick Glettig  
Senior Associate Consultant