



# HHL

LEIPZIG  
GRADUATE SCHOOL  
OF MANAGEMENT

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### **ACADEMIC EDUCATION**

- |            |  |
|------------|--|
| since 2016 | Postdoctoral Candidate, SVI-Endowed Chair of Marketing<br>HHL Leipzig Graduate School of Management, Germany |
| 2016       | Dr. rer. oec., SVI-Endowed Chair of Marketing<br>HHL Leipzig Graduate School of Management, Leipzig, Germany |
| 2011       | Graduate Degree in Psychology (Dipl.-Psych.)<br>University of Mannheim, Germany                              |
| 2007       | Undergraduate Studies in Psychology<br>Philipps-Universität Marburg, Germany                                 |

### **PROFESSIONAL EXPERIENCE**

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|------------|---|
| since 2016 | Senior Research Fellow, SVI-Endowed Chair of Marketing<br>HHL Leipzig Graduate School of Management, Germany            |
| 2011-2016  | Research Associate, SVI-Endowed Chair of Marketing<br>HHL Leipzig Graduate School of Management, Germany                |
| 2007-2008  | Intern, Marketing Consultancy/ Marketing Research<br>Added Value, New York, USA<br>Icon Added Value, Nuremberg, Germany |

### **HONORS AND AWARDS**

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| 2015 | WiWi Talents                                       |
| 2013 | Plansecur Science Award 2013 (best student thesis) |

### **MEMBERSHIPS AND AFFILIATIONS**

- Akademische Marketinggesellschaft e.V.
- HHL Alumni Association e.V.
- Beta Gamma Sigma Honor Society

### **RESEARCH INTERESTS**

- Sustainability marketing
- Retail marketing
- Consumer behavior
- Consumer confusion