

Lachezar Ivanov

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Available for a position in Marketing and Advertising or in Behavioral Science.

Behavioral Scientist | PhD Candidate in Marketing

My research examines how consumers' innate human nature and biological evolution can be applied to extend our understanding of marketing and advertising. Nature of research – quantitative, empirical, based on randomized experimental designs.

Experience

European University Viadrina • Frankfurt (Oder), Germany

PhD Candidate in Marketing • Apr 2017 – Present

- Authored five publications at the intersection of behavioral science and marketing ([link](#)).
- Spoke at five marketing conferences.
- Gave three invited talks (most recently at Miami Ad School Berlin).
- Published over forty newsletter / blog posts ([link](#)).

Student Research Assistant • Jan 2016 – Mar 2017; Oct 2012 – Jun 2013

audibene GmbH • Berlin, Germany

Business Development Intern (Google Adwords) • Jul 2015 – Sep 2015

Independent • Sofia, Bulgaria

Web Developer (HTML, CSS) • Jan 2009 – Oct 2011

Education

University of Michigan • Ann Arbor, USA

ICPSR Summer Program in Quantitative Methods of Social Research • 2018

- Skills: Advanced Regression Analysis, Experimental Research Methods

European University Viadrina • Frankfurt (Oder), Germany

Master of Science (M.Sc.) in International Business Administration • 2014 – 2017

- Passed with distinction (Grade 1.2).
- Skills: SPSS, Experiments, Regression Analysis, Interviewing

European University Viadrina • Frankfurt (Oder), Germany

The Manchester Metropolitan University • Manchester, United Kingdom

Double Bachelor's Degree (B.Sc. / B.A.) in International Business Administration • 2011 – 2014

- Passed with distinction (Grade 1.3) / First Class Honors.