



BEHAVIORAL SCIENTIST

# LACHEZAR IVANOV

## CONTACT ME

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## PERSONAL PROFILE

A behavioral scientist, applying frameworks from behavioral biology to marketing and advertising.

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## AREAS OF EXPERTISE

- Analysis and problem definition
- Research, including literature review
- Setting up and evaluating experiments
- Communication of research findings
- Brand and activation

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## OTHER SKILLS

- Writing
- Presentation skills
- Web development with HTML and CSS

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## WORK EXPERIENCE

### RESEARCHER AND PH.D. CANDIDATE

European University Viadrina, Germany | 2017 – Present

- Publications in Int. Journal of Advertising([1,2](#)), and in Sustainability([3](#))
- Five presentations at marketing conferences
- Three invited talks (most recently at [Miami Ad School](#))
- A [webinar](#) with Ogilvy's Jordan Buck and Rory Sutherland
- Over fifty [newsletter](#) blog posts

### BUSINESS DEVELOPMENT INTERN

audibene GmbH, Germany | 2015

- Google Ads for an online store in the healthcare sector

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## EDUCATION HISTORY

### UNIVERSITY OF MICHIGAN

ICPSR Summer Program in Quantitative Methods, 2018

- Experimental research methods, Advanced regression analysis

### EUROPEAN UNIVERSITY VIADRINA

Master in International Business Administration, 2014–2017

- Passed with distinction

### THE MANCHESTER METROPOLITAN UNIVERSITY EUROPEAN UNIVERSITY VIADRINA

Double Bachelor in International Business Administration, 2011–2014

- Passed with distinction