



BEHAVIORAL SCIENTIST

# LACHEZAR IVANOV

## CONTACT ME

li@lachezarivanov.com  
www.lachezarivanov.com

Mobile: +49 176 99734352  
linkedin.com/in/lachezarivanov/

---

## PERSONAL PROFILE

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

---

## AREAS OF EXPERTISE

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

---

## OTHER SKILLS

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

---

## 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

---

## 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