**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](http://lachezarivanov.com/index.html#content5-a) at the intersection of behavioral science and marketing.
* Spoke at five marketing conferences.
* Gave three invited talks (most recently at [Miami Ad School Berlin](https://www.instagram.com/p/B8y5Gi1ohiL/?utm_source=ig_web_copy_link)).
* Published over fifty newsletter / blog [posts](https://us5.campaign-archive.com/home/?u=125aa6c55d08ad161ddee494c&id=80b6110b07).

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.