



ANOUK S. BERGNER

Institute of Marketing
University of St.Gallen
Dufourstrasse 40A
CH-9000 St.Gallen

anouk.bergner@unisg.ch
+41 78 878 0016

■ EDUCATION

- Present **Research Associate & PhD Candidate**, *University of St.Gallen*
PhD candidate and research associate to Professor Dr. Christian Hildebrand
- 2007-2008 **MSc (Distinction) in Decision Sciences**, *London School of Economics (London, U.K.)*
Core concepts: Decision analysis, behavioural decision-making, problem structuring methods
- 2003-2007 **BA (Cum Laude) in Psychology**, *Princeton University (Princeton, U.S.A.)*
Dissertation: Development of an original computational model of multi-attribute decision-making
- 1999-2003 **French Scientific Baccalaureate (Honours)**, *Le Rosey, (Rolle, Switzerland)*

■ PROFESSIONAL EXPERIENCE

- Oct '17 – Jul '18 **Marketing Lecturer & Independent Consultant**
Haute école de gestion (HEG), Geneva
 - Lecturer in Marketing Principles for undergraduate students majoring in International Business Management.
 - Behavioral finance consultant
- Nov' 16 – Oct' 17 **Director, Consumer & Market Insights**
COTY Global Professional Beauty, Geneva
 - Responsible for all consumer insights and marketing analytics across the professional haircare division with several direct reports.
 - Identified key opportunities for future portfolio growth, driving synergies across various brands and regions.
 - “Live beauty, breath beauty” award for outstanding contributions to innovation design and strategy.
- Jan '15 – Oct' 16 **Senior Manager, Retail Strategy & Shopper Insights**
PROCTER & GAMBLE, Global Luxury, Geneva
 - Responsible for all shopper insights and analytics focused on increasing ROI of retail merchandising activities via shelf layout optimization, in-store strategy development, and optimization of merchandising materials.
 - Transformed shopper experiences via clear understanding of the shopper journey and relevant marketing touchpoints to create more emotionally engaging and seamless retail experiences.
- Sept '12 – Dec '14 **Manager, Retail Strategy & Shopper Insights**
PROCTER & GAMBLE, WE Beauty & Grooming, London (UK)
 - Non-standard channel landscape and evolution meta-analysis enabling clear cascading choices.
 - Qualified as a Shopper Psychology expert, training and coaching global multifunctional business teams on how to identify and analyse shopper behaviour and translate them into new business opportunities and marketing strategies.
 - Was awarded the P&G “Drive Retail Advantage” award for outstanding contribution to the business.
- Aug '10 – Aug '12 **Manager Consumer & Market Insights**
PROCTER & GAMBLE, Global Feminine Care, Geneva
 - Responsible for consumer insights and marketing analytics for the Always brand globally, enabling the optimization of new product and commercial initiatives.
 - Data analysis and ethnographic insights to enable strategic emotional consumer journeys and holistic marketing plans.
- Nov '08 – Aug '10 **Associate Manager Consumer & Market Insights**
PROCTER & GAMBLE, Feminine Care Western Europe
 - Responsible for brand strategy and business model development for a global new product launch, via marketing and consumer insights analysis, competitive landscape assessments, concept, design, and line-up strategy development.
 - Recognized by the global president with recognition shares for outstanding contribution to the business.

■ AWARDS & HONORS

- 2019 **Best Paper Finalist** *Society for Consumer Psychology (SCP)* for Bergner, A., Hildebrand, C., & Häubl, G. (2019). Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice
- 2008 **Award for best Dissertation** in Decision Sciences, *London School of Economics*
- 2007 **Hillel Einhorn New Investigator Award**, *Princeton University*
- 2007 **George A. Miller Prize** for the best interdisciplinary senior thesis, *Princeton University*

■ SUBMISSIONS UNDER REVIEW

Bergner (Schneider), A., Oppenheimer, D. M., & Detre, G. (under review). VAMP (Voting Agent Model of Preferences): A Computational Model of Individual Multi-attribute Choice

■ PROCEEDINGS PUBLICATIONS

Bergner, A., Hildebrand, C., & Häubl, G. (2019). Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Society for Consumer Psychology, Savannah, USA*.

Hildebrand, C., & Bergner, A. (2019). Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Miscalibrated Risk Taking, *Society for Consumer Psychology, Savannah, USA*.

Bergner (Schneider), A., & Oppenheimer, D. M. (2007). Application of voting geometry to multialternative choice. In *Proc. 29th Annu. Meet. Cogn. Sci. Soc.*, pp. 635–40.