

# CV

## Christian Hildebrand

### ■ Contact Information

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TechX Lab HSG  
Institute of Marketing  
University of St. Gallen  
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Web2: www.ifmhsg.ch



### ■ Academic Positions

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since 02/2019 University of St. Gallen  
*Full Professor of Marketing Analytics, Director TechX Lab, IfM-HSG*

2/2017– 01/2019 University of Geneva  
*Associate Professor of Marketing Analytics (with Tenure)*

12/2015 – 01/2017 University of Geneva  
*Assistant Professor of Marketing Analytics (Tenure Track)*

07/2014 – 10/2014 Stanford University – Graduate School of Business  
*Visiting Scholar*

05/2012 – 11/2015 University of St. Gallen  
*Post-Doctoral Research Fellow & Project Leader*

02/2012 Duke University – Fuqua School of Business  
*Visiting Scholar*

### ■ Doctoral & Post-Doctoral Visits

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07/2012 – 08/2012 University of Michigan  
*Probability Models for Social Network Data; Advanced Maximum Likelihood Estimation*

08/2011 – 09/2011 University of Essex  
*Advanced Network Analysis; Cross Sectional Time Series Models*

06/2010 – 07/2010 University of Michigan  
*Maximum Likelihood Estimation; Advanced Regression Models*

08/2009 – 09/2009 Northwestern University – Kellogg School of Management  
*Visiting Student*

### ■ Education

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02/2010 – 04/2012 University of St. Gallen  
*Doctoral Dissertation (with highest Distinction)*

10/2004 – 10/2009 University of Trier  
*Diploma in Economics and Business (with highest Distinction)*

03/2003 St. Willibrord Gymnasium Bitburg  
*A-Levels / Matriculation*

## ■ Selected Project & Consulting Experience

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Projects with Leading Positions or Co-Leading Positions:

- *Audi AG*: Social Car Configurators, Two Stage Customization, Virtual Reality
- *Skoda AG*: Social Media Integration in Car Configurators
- *Volkswagen AG*: Driving Pattern Prediction for Electric Vehicles
- *T-Systems International*: Positioning of Cloud Services
- *Automotive Reloaded*: Industry Summit (T-Systems International, Automotive IT)
- *The Piik*: Invitation-Only Summit in Co-operation with leading Swiss companies

Projects with Non-Leading Positions:

- *Audi AG*: Cross-Cultural Product Customization
- *Roche Diabetes Care GmbH*: Mobile Applications & Personalized Medicine
- *Swiss Post AG*: Interactive Decision Aids
- *Mammut AG*: Customer Clinic for Soft-Shell Jackets
- *Valora AG*: Digital Signage Systems
- *Kind GmbH*: Behavioral Branding & Brand Strategy
- *B2B Brand Excellence*: Brand Strategy with 10+ companies (various industries)
- *REWE AG*: Employee Satisfaction and Financial Performance

## ■ Work Experience

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|                          |  |
|--------------------------|--|
| <i>since 07/2005</i>     | Part-Time Self-Employment (IT Consulting)<br><i>Content Mgmt. Systems, Shopping Solutions, Billing Systems</i>             |
| <i>since 08/2007</i>     | Part-Time Self-Employment (Marketing Analytics Consulting)<br><i>Category Management Optimization, Targeted Marketing</i>  |
| <i>08/2009 – 01/2010</i> | Assistant to the CEO, AFE Indutec & Consult GmbH<br><i>Business Process Modeling; Pricing</i>                              |
| <i>10/2008 – 01/2009</i> | Intern, Daimler AG<br><i>Customer Analytics &amp; Product Management</i>   |
| <i>06/2008</i>           | IBM AG<br><i>Supply Chain Strategy &amp; Optimization</i>  |
| <i>06/2007 – 12/2007</i> | Research Assistant, Marketing & Innovations, University of Trier<br><i>Development E-Learning Platform</i>                 |
| <i>04/2007 – 04/2008</i> | Tutor, Marketing & Retail, University of Trier<br><i>Operations Research, Innovation Management</i>                        |
| <i>06/2006 – 06/2007</i> | Research Assistant, Computing Center, University of Trier<br><i>Consulting (Software Packages, Statistical Consulting)</i> |
| <i>01/2006 – 04/2006</i> | Intern, Laborox GmbH<br><i>Pricing &amp; Quantitative Market Research</i>  |
| <i>04/2003 – 12/2003</i> | German Air Force<br><i>Military service, Weert / Netherlands</i>   |
| <i>2002 – 2004</i>       | Fitness Instructor<br><i>City Fit Bitburg, Bodystyle Sports Club Trier, Eifel Sport Hotel</i>                              |

## ■ Awards & Honors

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|                   |   |
|-------------------|---|
| 2015              | Rigor & Relevance Award<br>Swiss Academy of Marketing Science   |
| 2014              | Junior Scientist Award<br>Business Innovation Days, University of St. Gallen  |
| 2012              | Amicitia Award for Best Doctoral Dissertation<br>University of St. Gallen, Graduation Year 2011-2012                    |
| 2010, 2011, 2012  | Scholarships Swiss National Science Foundation for Participation<br>in Quantitative Methods Summer Schools in USA & UK  |
| 10/2008 – 09/2010 | Scholarship “Schmalenbach Association for Business<br>Administration”   |
| 11/2009           | Best Overall Diploma in Business Studies<br>University of Trier, Graduation Year 2008-2009                              |
| 08/2009           | Student Presentation Prize Winner, NICO Complexity Conference,<br>Northwestern University, Kellogg School of Management |

## ■ Journal Publications

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- Walter, M., Hildebrand, C., Häubl, G., Herrmann, A. (2020): Mixing it up: Disfluent Product Display Formats Promote the Choice of Unfamiliar Products, *Journal of Marketing Research*, Forthcoming.
- De Bellis, E., Hildebrand, C., Ito, K., Schmitt, B., Herrmann, A. (2019): Personalizing the Customization Experience: A Matching Theory of Mass Customization Interfaces and Culture-Specific Information Processing, *Journal of Marketing Research*, Vol. 56(6), pp. 1050–1065.
- Hildebrand, C., Schlager, T. (2019): Focusing On Others Before You Shop: Exposure To Facebook Promotes Conventional Product Configurations, *Journal of the Academy of Marketing Science*, Vol. 47(2), pp. 291–307.
- Rudd, M., Hildebrand, C., Vohs, K.D. (2018): Inspired to Create: Awe Enhances Openness to Learning and the Desire for Experiential Creation, *Journal of Marketing Research*, Vol. 55(5), pp. 766–781.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A., Franke, N. (2018): Social Customization Systems: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, *Journal of Management Information Systems*, Vol. 35(1), pp. 319–349.
- Lieven, T., Hildebrand, C. (2016): The Impact of Brand Gender on Brand Equity: Findings from a Large-Scale Cross-Cultural Study in Ten Countries, *International Marketing Review*, Vol. 33(2), pp. 178–195.
- De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A. (2015): Cross-National Differences in Uncertainty Avoidance Predict the Effectiveness of Mass Customization Across East Asia: A Large-Scale Field Investigation, *Marketing Letters*, Vol. 26(3), pp. 309–320.
- Hildebrand, C., Häubl, G., Herrmann, A. (2014): Product Customization via Starting Solutions, *Journal of Marketing Research*, Vol. 51(6), pp. 707–725.
- Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): Conformity and the Crowd, *Harvard Business Review*, Jul.–Aug., p. 23.

Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): When Social Media Can Be Bad For You: Community Feedback Stifles Consumer Creativity and Reduces Satisfaction with Self-Designed Products, *Information Systems Research*, Vol. 24(1), pp. 14–29.

Herrmann, A., Hildebrand, C., Sprott, D., Spangenberg, E. (2013): Option Framing and Product Feature Recommendations: Product Configuration and Choice, *Psychology & Marketing*, Vol. 30(12), pp. 1053–1061.

Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2012): Increasing Brand Attractiveness and Sales Through Social Media Comments on Public Displays – Evidence from a Field Experiment in the Retail Industry, *Lecture Notes In Computer Science*, Vol. 7319, pp. 443–460.

### ■ Selected Papers under Review

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Gamified Shopping: How Games Create a Desire to Acquire  
(*Journal of Marketing Research, Third Round*)  
(with T. Schlager, G. Häubl, A. Herrmann)

Conversational Robo Advisors as Surrogates of Trust: Onboarding Experience, Firm Perception, and Consumer Financial Decision Making  
(*Journal of the Academy of Marketing Science, Second Round*)  
(with A. Bergner)

Interface Haptics and Consumer Choice  
(*Journal of Consumer Research, Second Round*)  
(with J. Levav)

Voice Analytics in Business Research: Conceptual Foundations, Acoustic Feature Extraction, and Applications,  
(*Journal of Business Research, Second Round*)  
(with F. Efthymiou, F. Busquet, W. Hampton)

Technology-Augmented Choice: How Digital Innovations are Transforming Consumer Decision Processes  
(*Customer Needs and Solutions, Second Round*)  
(with S. Melumad, R. Hadi, A. Ward)

### ■ Selected Papers In Preparation for Submission

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“Hot” to the Touch? The Effect of Touchscreens on Arousal, Processing Depth, and Consumer Decision Making

Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice

Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice

The Hidden Costs of Self-Service Technologies: When Autonomy Becomes a Burden

## ■ Proceedings Publications

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- Hildebrand, C., Hoffman, D., Novak, T. (2020): Syntactical Constriction in Human Machine Interaction with Digital Voice Assistants, *Academy of Management (AOM)*, Vancouver, Canada.
- Efthymiou, F., Hildebrand, C. (2020): Morphing Vulnerable Machines: Paralinguistic Cues in Digital Voice Assistants Shape Perceptions of Physicality, Vulnerability, And Trust, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Busquet, F., Hildebrand, C. (2020): Black-Box Emotion Detection: On the Variability and Predictive Accuracy of Automated Emotion Detection Algorithms, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Hampton, W., Hildebrand, C. (2020): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Bergner, A., Hildebrand, C., Häubl, G. (2020): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Hildebrand, C., Bergner, A. (2020): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking, *European Marketing Association Conference (EMAC)*, Budapest, Hungary.
- Hildebrand, C., Hoffman, D., Novak, T. (2019): Dehumanization in the IoT: Experiential Consequences of Human Interaction with Digital Voice Assistants, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Hampton, W., Hildebrand, C. (2019): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Hildebrand, C., Bergner, A. (2019): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Mis-calibrated Risk Taking, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Bergner, A., Hildebrand, C., Häubl, G. (2019): Conversational Interfaces as Persuasion Devices: Implications for Consumer Choice and Brand Perceptions, *Association for Consumer Research (ACR)*, Atlanta, USA.
- Hampton, W., Hildebrand (2019): Good Buzz, Bad Buzz: Using Vibrotactile Feedback to Shape Consumer Choice, *Psychology of Technology Conference*, Washington, USA.
- Hildebrand, C., Hoffman, D., Novak, T. (2019): Dehumanization in the IoT: Experiential Consequences of Syntactically Constricted Human-Machine Interaction with Digital Voice Assistants, *GW Intelligence of Things Conference*, Washington, USA.
- Hildebrand, C., Bergner, A., Häubl, G. (2019): Detrimental Trust in Automation: How Conversational Robo Advisors Leverage Trust and Miscalibrated Risk Taking, *Society for Consumer Psychology (SCP)*, Savannah, USA.
- Bergner, A., Hildebrand, C., Häubl, G. (2019): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Society for Consumer Psychology (SCP)*, Savannah, USA.

- Hildebrand, C., Bergner, A., Häubl, G. (2019): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *American Marketing Association CBSIG*, Berne, Switzerland.
- Hildebrand, C., Hilden, T., Häubl, G. (2018): Machine Talk: How Conversational Interfaces Promote Brand Intimacy and Influence Consumer Choice, *Advances in Consumer Research (ACR)*, Dallas, USA.
- Hildebrand, C., Zhu, Y. (2018): The Psychophysiology of Touch-Sensitive Interfaces: Somatosensory Encoding of Intensity, Pleasantness, and Technology-Induced Affect-Regulation, *European Marketing Association Conference (EMAC)*, Glasgow, UK.
- Hilden, T., Hildebrand, C. (2018): Conversational Customization Systems: How Natural-Language Processing Transforms Customer-Firm Relationships, *European Marketing Association Conference (EMAC)*, Glasgow, UK.
- Walter, M., Hildebrand, C., Häubl, G., Herrmann, A. (2017): Mixing It Up: The Influence of Unsystematic Product Arrangements on Assortment Processing, *Advances in Consumer Research (ACR)*, San Diego, USA.
- Hildebrand, C., Levav, J. (2017): Touch-Sensitive Computing Interfaces as Drivers of Experiential Consumption, *Advances in Consumer Research (ACR)*, San Diego, USA.
- Hildebrand, C. (2017): The Psychophysiology of Touch-Sensitive Interfaces, *Advances in Consumer Research (ACR)*, San Diego, USA.
- De Bellis, E., Hildebrand, C., Ito, K., Schmitt, B., Herrmann, A. (2017): How Cultural Identity Drives the Effectiveness of Mass Customization, *Advances in Consumer Research (ACR)*, San Diego, USA
- Hildebrand, C., Levav, J., Herrmann A. (2016): Technology-Enhanced Preference Modalities: How Multi-Touch Devices Drive Experiential Consumption and Sales, *European Marketing Association Conference (EMAC)*, Oslo, Norway.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2016): The Impact of Product Display Formats on Consumers' Exploratory Search Behavior and Choice of Novel Product Alternatives, *European Marketing Association Conference (EMAC)*, Oslo, Norway.
- Esch, D., Hildebrand, C., Herrmann, A., (2016): Who Is David and Who Goliath? Consumers Variety and Complexity Perceptions as Opposing Drivers of Assortment Attractiveness and Choice Satisfaction, *European Marketing Association Conference (EMAC)*, Oslo, Norway.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2016): Mixing It Up: Disfluent Product Display Formats Promote the Adoption of Novel Products, *Theory and Practice in Marketing Conference (TPM)*, Houston, USA.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2016): Gamified Shopping: How Challenging Tasks Create a Desire to Acquire, *Theory and Practice in Marketing Conference (TPM)*, Houston, USA.
- Schaefer, P., Hildebrand, C. (2016): Identification of Effective HIV Interventions When  $P \gg N$ : A Cross-Country Application of Variable Selection Models and Elastic Net Regression Modelling, *JMP Discovery Summit*, Brussels, Belgium.

- Hildebrand, C., Levav, J. (2016): Technology-Enhanced Preference Modalities: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Society for Consumer Psychology (SCP)*, St. Pete Beach (FL), USA.
- Schlager, T., Hildebrand, C., Franke, N., Häubl, G., Herrmann, A. (2016): Social Product Customization: Peer Input, Conformity, and Consumers' Evaluation of Customized Products, *Society for Consumer Psychology (SCP)*, St. Pete Beach (FL), USA.
- Hildebrand, C., Levav, J., Herrmann, A. (2015): Haptic Product Configuration: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- De Bellis, E., Hildebrand, C., Ito, K., Herrmann, A., Schmitt, B. (2015): Examining the Global Boundaries of Mass Customization: Conventional Configuration Procedures Clash with Holistic Information Processing, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): The Facebook Mindset Effect: Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- Walter, M., Hildebrand, C., Herrmann, A., Häubl, G. (2015): Fighting Fixation and Promoting Exploration: The Influence of Non-Foveal Object Presentation on Consumer Search and Retail Sales, *Advances in Consumer Research (ACR)*, New Orleans, USA.
- Hildebrand, C., Levav, J., Herrmann, A. (2015): Visceral Touch: How Multi-Touch Devices Drive Experiential Consumption and Sales, *Theory and Practice in Marketing Conference (TPM)*, Atlanta, USA.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): Incidental Exposure to Facebook Increases Consumers' Other-Focus and Promotes Conservative Product Choices, *European Marketing Association Conference (EMAC)*, Leuven, Belgium.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2015): Product Gamification, *European Marketing Association Conference (EMAC)*, Leuven, Belgium.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2015): The Facebook Mindset Effect: Incidental Exposure to Facebook Reduces Consumers' Self-Focus and Promotes Conservative Product Choices, *Society for Consumer Psychology (SCP)*, Phoenix (AZ), USA.
- Schlager, T., Hildebrand, C., Häubl, G., Herrmann, A. (2015): Product Gamification, *Society for Consumer Psychology (SCP)*, Phoenix (AZ), USA.
- Hildebrand, C., Schlager, T., Herrmann, A. (2014): Channel Priming: Salient Facebook Cues Impede Self-Awareness and Reduce the Feature-Richness of Self-Designable Products, *Thought Leaders in Marketing Channels Conference*, Paris, France.
- Hildebrand, C., Schlager, T., Häubl, G., Herrmann, A. (2014): Product Gamification, *Advances in Consumer Research (ACR)*, Baltimore (MD), USA.
- De Bellis, E., Ito, K., Hildebrand, C., Herrmann, A., Schmitt B. (2014): From Global Rollout to Local Failure: Western Self-Design Systems and Eastern Information Processing, *Society for Consumer Psychology (SCP)*, Washington (DC), USA.

- De Bellis, E., Häubl, G., Hildebrand, C., Herrmann, A., Hertwig, R. (2013): Fatal Attractiveness: How Mating Cues Affect Managerial Decision Making, *Society for Judgment and Decision Making (SJDM)*, Toronto, Canada.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The impact of Friends on Self-Reports of Health-Related Behavior, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- De Bellis, E., Griffin, J., Hildebrand, C., Hofstetter, R., Herrmann, A. (2013): Can't See the Forest For the Trees: Increased Local Processing in Mass Customization Systems, *Advances in Consumer Research (ACR)*, Chicago (IL), USA.
- Hildebrand, C., Hofstetter, R., Herrmann, A., Huber, J., Häubl, G. (2013): Harnessing Tacit Knowledge in Social Networks – A Social Approach to Incentivizing Truth-Telling, *Advertising and Consumer Psychology Conference (ACP)*, San Diego (CA), USA.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Advertising and Consumer Psychology Conference (ACP)*, San Diego (CA), USA.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): A social approach to truth-telling, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Development of a Two-Step Customization Approach to Minimize Consumers' Decision Complexity and Maximize Companies' Profitability – Evidence from Field and Lab Experiments, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- De Bellis, E., Hildebrand, C., Griffin, J., Hofstetter, R., Herrmann, A. (2013): Accentuating the Forest Instead of the Trees: Induced Global Processing in Mass Customization Systems, *European Marketing Association Conference (EMAC)*, Istanbul, Turkey.
- Hildebrand, C., Herrmann, A., Häubl, G. (2013): Product Customization via Starting Solutions, *Theory & Practice in Marketing (TPM)*, London, UK.
- Hofstetter, R., Hildebrand, C., Herrmann, A., Huber, J. (2013): Revealing Painful Truths: The Impact of Friends on Self-Reported Health Behavior, *Theory & Practice in Marketing (TPM)*, London, UK.
- Hildebrand, C., Hofstetter, R., Herrmann, A. (2012): Modeling Viral Marketing Dynamics in Social Networks – Findings From Computational Experiments with Agent-Based Simulation Models, *International Conference on Information Systems (ICIS)*, Orlando (FL), USA.
- Hildebrand, C., Landwehr, J. R., Herrmann, A., Häubl, G. (2012): Taking the Complexity Out of Complex Product Customization Decisions, *Advances in Consumer Research (ACR)*, Vancouver, Canada.
- Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2012): Increasing Brand Attractiveness and Sales Through Social Media Comments on Public Displays – Evidence from a Field Experiment in the Retail Industry, *International Conference on Pervasive Computing (PERVASIVE)*, Newcastle, UK.



- Hildebrand, C., Landwehr, J. R., Herrmann, A., Häubl, G. (2012): Converging Consumer Preferences Online: The Influence of Community Feedback on Creativity and Satisfaction with Self-Designable Products, *European Marketing Association Conference (EMAC)*, Lisbon, Portugal.
- Forster, N., Hildebrand, C., Herrmann, A. (2012): The Role of Motivational Drivers and Reward Types on Facebook Brand Page Growth – Empirical Evidence from a Field Experiment in the Swiss Health Club Industry, *European Marketing Association Conference (EMAC)*, Lisbon, Portugal.
- Hildebrand, C., Landwehr, J. R., Herrmann, A. (2012): Failing to Follow Your Own Star – Preference Formation, Deviation, and the Negative Influence of Community-Feedback on Self-Designable Products, *American Marketing Association (AMA) Winter Educators' Conference*, St. Petersburg (FL), USA.
- Hildebrand, C., Landwehr, J. R., Herrmann, A. (2011): When Artificial Feedback Hurts – Empirical Evidence from Community-Based Configuration Systems, *International Conference on Information Systems (ICIS)*, Shanghai, China.

### ■ Practitioner Publications

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- Hildebrand, C. (2019): The Machine Age of Marketing: How Artificial Intelligence Changes the Way People Think, Act, and Decide, *Marketing Intelligence Review*, Vol. 11(2), p. 10-17.
- Hildebrand, C. (2019): AI-Driven Sales Automation: Using Chatbots to Boost Sales, *Marketing Intelligence Review*, Vol. 11(2), p. 36-41.
- Neumann, J., Hildebrand, C. (2019): Talking Versus Typing: The Power of Voice-Based Remote Controls, *Marketing Intelligence Review*, Vol. 11(2), p. 54-59.
- Hildebrand, C. (2013): Sozialer Mainstream – Soziale Produktkonfiguratoren [Social Mainstream – Social Product Configurators], *Business Impact*, Vol. 4, p. 74.
- Hildebrand, C., Häubl, G., Herrmann, A., Landwehr, J. R. (2013): Die Crowd macht gleich [extended reprint of HBR article “Conformity and the Crowd”], *Harvard Business Manager*, Vol. 9, pp. 6–9.
- Hildebrand, C., Henkel, S. (2013): Buy Buy – Intelligente Produktkonfiguratoren [Buy Buy – Intelligent Product Configurators], *Business Impact*, Vol. 1, p. 78.

### ■ Book Chapters

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- Dubach Spiegler, E., Hildebrand, C., Michahelles, F. (2011): Social Networks in Pervasive Advertising and Shopping. In: *Pervasive Advertising*, Müller, J, Alt, F., Michelis, D. (Eds.), Springer Human-Computer Interaction, pp. 207-225.
- Herrmann, A., Hildebrand, C. (2011): Planung von Produkteigenschaften - Semi-Quantitative Neuproduktentwicklung auf Basis der Means-End-Analyse. In: *Handbuch Technologie- und Innovationsmanagement*, Albers, J., Gassmann, O. (Eds.), pp. 401-418.
- Hildebrand, C. (2008): Produktentwicklung mit Virtual Communities - Kritische Reflexion und prozessuale Fundierung interaktiver Wertschöpfungsprozesse. In: *Modernes Innovationsmarketing im Kontext von Open Innovation*, Pohl, A., Mühlhaus, D. (Eds.), pp. 142-160.

## ■ Research Grants

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“Conversational Interfaces as Preference Expression Modalities”, C. Hildebrand (PI), SNSF, ~CHF 305k.

“Behavioral and Psychological Consequences of Multi-Touch Computing Interfaces for Business and Society”, C. Hildebrand (PI), SNSF, ~CHF 310k.

“Perceptual Disfluency of Product Display Formats and Consumer Choice”, G. Häubl (PI), C. Hildebrand (Co-Investigator), SNSF, ~CHF 230k.

“Cross-Cultural Effects of Processing-Congruent Interfaces on Consumer Choice”, C. Hildebrand (Co-Investigator) and J. Jiang (Co-Investigator), UniGE-Renmin Joint University Fund, ~CHF 10k.

“Streaming Technology in Higher Education: Evidence from a Randomized Field Experiment”, M. Pellizzari (PI), J. Lucchetti (Co-Investigator), C. Hildebrand (Co-Investigator), UniGE Commission Informatique, ~CHF 10k.

## ■ Teaching

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### University of St. Gallen

- *Bachelor*
  - Research Methods (until 2015)
- *Master*
  - Machine Learning for Marketers
  - Web Data & Digital Analytics
  - Quantitative Research Methods (SIM) (until 2019)
  - Applied Multivariate Statistics (until 2015)
  - Consumer Behavior and Quantitative Market Research (until 2015)
- *PhD*
  - Statistics with R (GSERM)
  - Computational Implementation of Experiments (GSERM)
  - Quantitative Research Methods (DOKSEM MKTG)
  - Behavioral Economics & Decision Making (DOKSEM MKTG)
  - Writing Excellent Dissertations in Marketing (DOKSEM MKTG)

### University of Geneva (\*still teaching)

- *Bachelor*
  - Web-Based Data Collection
- *Master*
  - Data Science for Business Analytics
  - Web Data and Digital Analytics
  - Business Analytics Strategy
- *Executive*
  - Smart Data for Executives (Executive MBA)\*
  - Social Influence Tactics for Non-Profit Organizations (CAS)

## ■ Service to University

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|                               |   |
|-------------------------------|---|
| <i>Founder &amp; Director</i> | TechX Lab (UNISG)   |
| <i>Director</i>               | Institute of Marketing (UNISG)                              |
| <i>Co-Director</i>            | Master in Business Analytics (UNIGE)                        |
| <i>Co-Director</i>            | Geneva Center for Decision Sciences (UNIGE)                 |
| <i>Scientific Committee</i>   | CB/Analytics Track; Master in Marketing Management (UNISG)  |
| <i>Scientific Committee</i>   | Behavioral Lab Geneva (UNIGE)                               |
| <i>Scientific Committee</i>   | PhD Program Marketing (UNISG) / Management (UNIGE)          |
| <i>Scientific Committee</i>   | Institutional Review Board; Institute of Management (UNIGE) |
| <i>Discussant</i>             | Politique Numérique de l'Etat de Genève (UNIGE)             |

## ■ Service to Business Practice

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|----------------------------|---|
| <i>Guest Editor</i>        | GfK Marketing Intelligence Review                           |
| <i>Jury Member</i>         | German AI Award, by Bilanz and McKinsey Germany             |
| <i>Group Leader</i>        | The Piik – Cross Industry Summit on Business Transformation |
| <i>Moderator</i>           | Swiss Healthcare & Branding Conference                      |
| <i>Academic Supervisor</i> | Business Consulting Days St. Gallen                         |
| <i>Pro-Bono Consulting</i> | Start-Up's & SME's (Cosmetics, Winery, FinTech)             |
| <i>Speaker</i>             | Speaking engagements at national and international events   |

## ■ Professional Affiliations

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|             |                                     |
|-------------|-------------------------------------|
| <i>ACR</i>  | Association for Consumer Research   |
| <i>AIS</i>  | Association for Information Systems |
| <i>AMA</i>  | American Marketing Association      |
| <i>EMAC</i> | European Marketing Academy          |
| <i>SCP</i>  | Society for Consumer Psychology     |

## ■ Reviewer Activities

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|--------------------|--|
| <i>Journals</i>    | Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of the Academy of Marketing Science, Marketing Letters, Journal of Business Research, European Journal of Marketing, Behavior & Information Technology, Review of Managerial Science, Schmalenbach Business Review, Journal of Information Technology & Decision Making |
| <i>Conferences</i> | Advances in Consumer Research (ACR), American Marketing Association Winter Educator's Conference (AMA), Annual Conference of European Marketing Academy (EMAC), International Conference on Information Systems (ICIS)   |

## ■ Advanced Training in Quantitative Research Methods

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|-------------------|--|
| 07/2012 – 08/2012 | Probability Models for Network Data<br><i>University of Michigan (Bruce Desmarais)</i>   |
| 07/2012 – 08/2012 | Advanced Maximum Likelihood Estimation<br><i>University of Michigan (Bradford Jones, David Darmofal)</i>                           |
| 09/2011           | Analysis of Exponential Random Graph Models Using PNET<br><i>University of Zurich (Garry Robins, Peng Wang, Philippa Pattison)</i> |
| 08/2011           | Advanced Network Analysis for Longitudinal Data<br><i>University of Essex (Filip Agneessens, Guido Conaldi)</i>                    |
| 08/2011           | Pooled Time Series Cross-Section Analysis<br><i>University of Essex (Robert Walker)</i>  |
| 06/2010 – 07/2010 | Advanced Regression Analysis<br><i>University of Michigan (Dave Armstrong)</i>   |
| 06/2010 – 07/2010 | Maximum Likelihood Estimation<br><i>University of Michigan (Christopher Zorn)</i>  |
| 06/2010 – 07/2010 | Data Mining<br><i>University of Michigan (Robert Stine)</i>  |
| 08/2009           | Exponential Random Graph Models for Social Networks<br><i>Northwestern University (Garry Robins)</i>                               |
| 08/2009           | Agent-Based Modeling<br><i>Northwestern University (Uri Wilensky)</i>  |
| 02/2006           | Microeconometrics & Panel Data Analysis<br><i>Graduate Center of Excellence, University of Trier (Lutz Bellmann)</i>               |

## ■ Private

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Competitive long-distance racing (trail running and ski mountaineering).

Selected race results:

| Race                    | Year | Category | Distance | Up-/Downhill | Rank             |
|-------------------------|------|----------|----------|--------------|------------------|
| UTMR                    | 2017 | TRAIL    | 116km    | 8'500m       | 1 <sup>st</sup>  |
| SWISS IRONTRAIL         | 2015 | TRAIL    | 90km     | 5'500m       | 2 <sup>nd</sup>  |
| ULTRAKS ENGADIN         | 2016 | TRAIL    | 30km     | 1'800m       | 3 <sup>rd</sup>  |
| TRAIL DES PATROUILLEURS | 2017 | TRAIL    | 45km     | 3'500m       | 3 <sup>rd</sup>  |
| GORE-TEX TRANSALPINE    | 2016 | TRAIL    | 250km    | 16'000m      | 13 <sup>th</sup> |
| UTMB                    | 2018 | TRAIL    | 170km    | 10'000m      | 38 <sup>th</sup> |
| SUPER SKIMARA           | 2018 | SKIMO    | 39km     | 3'700m       | 8 <sup>th</sup>  |
| TROFEA PEZ AULT         | 2018 | SKIMO    | 14km     | 1'650m       | 15 <sup>th</sup> |