

# Curriculum Vitae | Dr. Patrick Bachmann

## CONTACT INFORMATION

Post-Doctoral Researcher

ETH Zürich  
Department of Management, Technology, and Economics  
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## EDUCATION

- 09/2014 - 10/2020 PhD in Business Administration at the Chair for Marketing and Market Research (Prof. Dr. René Algesheimer), University of Zurich, Switzerland
- Grade 6 (best: 6)
  - Title: *Customer Lifetime Value: Relevance, Improvement and Implementation of Existing Models in Non-Contractual Settings*
- 09/2011 - 09/2014 Master of Arts in Business Administration, University of Zurich, Zurich, Switzerland
- Grade 5.35 (best: 6)
  - Main subjects: marketing and human resource management
- 09/2007 - 04/2012 Bachelor of Arts in Business Administration, University of Zurich, Zurich, Switzerland
- Grade 4.98 (best: 6)
- 09/2006 Matura, Kantonsschule Wiedikon, Zurich Switzerland
- Bilingual Matura (German & English)
  - President of Student Association (2005-2006)

## PROFESSIONAL EXPERIENCE

- 07/2021 - present Post-Doctoral Researcher at the Chair of Technology Marketing (Prof. Dr. Florian von Wangenheim), ETH Zurich, Switzerland
- 09/2019 - present Lecturer, University of Luzerne, Switzerland
- Class: "Machine learning for mere mortals: It ain't magic"
  - Class: "Python – A non-technical introduction"
- 07/2020 - 04/2021 Traveling abroad (northern Europe and Africa)
- 06/2013 - 07/2020 Research Associate at the Chair for Marketing and Market Research (Prof. Dr. René Algesheimer), University of Zurich, Switzerland
- Teaching assistant
  - IT System & Network Coordinator
- 09/2011 - 07/2019 Information systems technician, Kantonsschule Wiedikon, Zurich, Switzerland
- 10/2018 - 03/2019 Lecturer, WU, Vienna University of Economics and Business, Austria
- Class: "Machine Learning Applications in Marketing"
- 09/2010 - 08/2014 Lecturer, Kantonsschule Wiedikon, Zurich, Switzerland
- 01/2009 - present Zivilschutz RONN, Company Commander deputy, First Lieutenant

## PUBLICATIONS

### **Ranking A+**

Bachmann, P., Meierer, M., & Näf, J. (2021). The Role of Time-Varying Contextual Factors in Latent Attrition Models for Customer Base Analysis. *Marketing Science*, (forthcoming).  
<https://doi.org/10.1287/mksc.2020.1254>

### **Others**

Bachmann, P., Meierer, M., Näf, J. C., Schilter, P., & Algesheimer, R. (2020). Estimating Individual Customer Lifetime Values with R: The CLVTools Package. *Submitted to Journal of Statistical Software*.

Bachmann, P., Haut, M., & Menzi, C. (2013). Job Insecurity and Deviant Workplace Behavior: A Study among Swiss Employees. In B. Staffelbach, A. Arnold, & E.-M. Aulich (Eds.), *Deviant Workplace Behavior* (p. 45-68). Zurich.

## RESEARCH GRANTS

2016-2017            University of Zurich Research "Forschungskredit". Project: Relaxing the Assumptions in Pareto/NBD Customer Lifetime Models.

## TEACHING EXPERIENCE

Spring 19 - present	Machine learning for mere mortals: It ain't magic (Bachelor & Master level, University of Luzern)  Python – A non-technical introduction (Bachelor & Master level, University of Luzern)
Spring 19 - Spring 20	Python – A non-technical introduction to big data tech., team work and interactive visualization with applications to Marketing (Master level, University of Zurich)
Spring 17 - Spring 20	R – A non-technical introduction to big data techniques, team work and interactive visualization (Master level, University of Zurich)
Autumn 17 - Autumn 19	Machine Learning – A non-technical introduction (Master level, University of Zurich) Python – A non-technical introduction (Master level, University of Zurich)
Autumn 18	Machine Learning Applications in Marketing (Bachelor level, Wirtschaftsuniversität Wien)
Autumn 16 - Autumn 18	A non-technical introduction to R (Master level, University of Zurich) Demystifying the role of data science for marketing: What do you actually do in the sexiest Job of the 21 <sup>st</sup> Century? (Master level, University of Zurich)
Spring 15 - Spring 16	Advanced Data Science (Master level, University of Zurich)
Autumn 15 - Spring 16	Social Customer Relationship Management (Master level, University of Zurich)
Spring 14	Advanced Modeling Techniques (Master level, University of Zurich)
Autumn 10 - Spring 14	Introduction to Computer Science (High-school, Kantonsschule Wiedikon Zürich)