

The Chair of Marketing invites to a guest lecture/ workshop:

**On June, 13
At 3 pm (s.t.)
Building 22-A020**

Alexander Wendland, director at factworks, Berlin/ San Mateo, will guide a workshop on conjoint analysis.



Alexander Wendland holds a M.A. in Economics from the University of Wisconsin as well as a business degree from University of Potsdam. Before joining FactWorks in 2016, he conducted research and analytics for blue chip clients in several industries including retail, bio-tech, financial services and automotive.

He is well-versed in advanced statistical methods and specialized in preference measurement, choice modeling, and market simulations based on conjoint analysis. Over the past years, Alexander has led a wide array of research projects – quant, qual, and big data analytics – from portfolio optimization and product development to pricing and segmentation.

 **FactWorks** meets

