

CV FOR MARIE WENGLER

EDUCATION

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| 2017-2019 | Master's Degree in Cognition & Communication, The University of Copenhagen, including 6-months elective courses at CBS. GPA = 10,9. Master's Thesis = 12. |
| 2013-2016 | Bachelor's Degree in Sociology, The University of Copenhagen. GPA = 10,8. Bachelor's Thesis = 12. |

FURTHER EDUCATION & CERTIFICATIONS

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| 2018 | Gender Certificate, The University of Copenhagen |
| 2016-2017 | Reklamelinjen. Final Grade = 10 |

CAREER HISTORY (RECENT YEARS)

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| | UPCOMING |
| TO BE ANNOUNCED | EQUAL AGENTS: Non-profit network organization that connects visionary decision makers with visionary change makers working with D&I. |
| | 2019-2021 |
| 1/3-2020 - today | MINDDESIGN: Behavioural science platform with talks and articles on how applied behavioural insights can help solve pressing societal challenges. Activities are limited during the PhD. Recent activities include: |
| 16/4-8/6-2021 | DANSK MAGISTERFORENING: Talk and workshops on how applied behavioural theory and methodology can inform and transform anti-sexism strategies in organizations. |
| 1/8 - 31/12-2020 | MYHOUSE: Contributed to designing an online CO2 calculator based on behavioural insights. The calculator is rolled out to all households in SydDjurs municipality in 2021 with the aim of initiating sustainable behavioural change. |
| Continuous | TEKNOLOGISK INSTITUT: Teaching how UX design can be informed by behavioural science insights. Repeated four times a year. |
| 31/8-2020 | KOMMUNIKATION & SPROG: Teaching members how to apply cognitive and behavioural psychology principles to communication theory. |
| 1/12-2019 - today | COPENHAGEN INSTITUTE OF FUTURE STUDIES (CIFS): |
| Continuous | <i>Independent writer</i> for <i>Scenario Magazine</i> and <i>Scenario Digest</i> on new trends in society. Articles include: <i>The Commercialization of Veganism</i> , <i>The Rise of The Hegon</i> , and <i>Practicing Love</i> (interview with Lone Frank). |
| 1/7 - 31/12-2019 | 6-months internship. Helped spot upcoming national and global trends and carrying out analyses of their potential future opportunities and consequences. |

1/2 - 31/12-2020 **COMPASS ACADEMY:** Senior Teacher on how to develop creative, visual products in Adobe that appeal to our inherent selective attention; on how to use Design Thinking informed by cognitive and behavioural theory to develop user-centric solutions; on how to use A/B-split testing to tailor commercial messages to user audiences based on their behavioural patterns on social media.

2016-2018

1/8-2017 - *today* **FREELANCE, M. WENGLER:** Working with various Danish companies on a broad range of assignments alongside studies.

1/9-2014 - 31/7-2017 **MEGAFON:** Research Assistant. Contributed to devising and executing research designs, in addition to and analyzing the empirical data and writing reports.

VOLUNTARY WORK

1/11-2020 - *today*

DANWISE: Mentor

1/3-1/12-2019

UNGKOM: Helping out planning events and creating content.

CASE COMPETITIONS

2020 **ALTERSTATE:** Idea generation, prototyping and pitching an innovative solution on how to engage more young girls in STEM in order to increase the number of women working in the energy sector of the future.

2019 **COMCASECOMPETITION:** *Pandora*, Winner of Best Creative Idea.

2018 **NOVO NORDISK CASE COMPETITION:** Innovation in Action.

2018 **KUNDE & CO:** 3-day Case Competition with *HTH*,