

CHRISTOPHER J. ZIMMERMAN

Solving problems where social media data meets information design and data visualization:

- Researching how humans interact online within the large lens of “big social data”
- Applying visual analytics to marketing campaigns and brand insights
- Practicing and teaching data visualization and social media analytics
- Designing dashboards and language that automatically analyze and classify behavior



PROFESSIONAL CAREER

Senior Analytical Consultant

December 2018 – Present

Google

Copenhagen, Denmark

Insights specialist helping clients better understand the world around them, as part of the engagement team in Copenhagen. Areas of focus include dashboards, visualization and data-driven decision making.

Doctoral Researcher

September 2013 – Present

Copenhagen Business School (CBS)

Frederiksberg, Denmark

Researching Social Media Analytics and Data Visualization at the Center for Business Data Analytics (cbsBDA) and a member of the Computational Social Science Lab (CSSL). Areas of focus include: Information Visualization, Computational Linguistics, Emotions, Sentiment Analysis, Urban Informatics, Network Analysis, Social Business Intelligence, and Design Science for social data dashboarding. Selected Publications include:

- [Emergence of Things Felt](#): Harnessing the Semantic Space of Facebook Feeling Tags - International Conference on Information Systems (ICIS Fort Worth 2015)
- [Space vs. Place](#): Comparing Space-based Movements and Place-based Experiences - International Conference on Social Media & Society (SMSociety 2016, London 2016)
- [Marius, the Giraffe](#) (Best Paper Nomination) Comparative Informatics Study of Linguistic Features of the Social Media Discourse - ACM CABS Kyoto, 2014 (see [press articles](#) about our research)

External Lecturer – Masters Course in [Visual Communication](#) in for the department of Management, Society and Communication (MSC) and the bachelor’s course in [Business and Data Analytics](#) at the Department of Digitalization.

Social Data Science & Product Strategist

August 2013 – September 2016

Mindjumper

Copenhagen / London

Data strategist for a digital marketing agency based in Copenhagen and London. Designed and developed several dashboards for use by clients and colleagues in a Social Newsroom. For monitoring, [BlackBox.Social](#) was developed as a series of real-time control room dashboards used during campaigns by clients such as Skype, Victoria Beckham and Bang & Olufsen. For analysis and reporting, [emotionVis](#) was developed to map emotions of online conversations around clients such as Lego, Cadbury and Carlsberg.

Global Clients & Markets Supervisor – Marketing & Communications Brand Manager

September 2006 – May 2009

Deloitte

Paris, France

Regional manager for a Global Clients & Markets consulting team, promoting cross-border cohesiveness, sharing regional best practices, supporting client programs and building Deloitte’s distinctive brand in the EMEA region. These responsibilities led to additional assignments, including serving on a Global Audit Services Operational Committee and helping to create a ‘US Desk in France’/‘French Desk in the US’ for clients to expand/improve cross-border business.

Marketing Associate – Consultant Database Specialist

February 2004 – September 2006

Lazard Asset Management

New York, NY

Assisted the institutional sales and marketing communications department of a global investment bank. Maintained 20 consultant databases for financial reporting and served partners with corresponding marketing efforts.

Research Assistant

October 2001 – June 2002

International Air Transport Association

Washington, D.C.

Assisted the U.S. director on industry research, document translation and covering U.S. Congressional hearings.

Marketing Intern

May 1999 – August 1999

Cassidy & Associates

Washington, D.C.

Conducted research on corporate and legislative issues, attended fund-raisers and covered hearings on Capitol Hill.

DUAL-CITIZENSHIP

Denmark & United States

TRI-LINGUAL

French, Danish, English

UNDERGRADUATE, GRADUATE AND DOCTORAL EDUCATION

Copenhagen Business School August 2010 – Present Frederiksberg, Denmark

Industrial PhD Fellow: designed and developed social media dashboards as part of an industrial partnership with a digital marketing agency (Mindjumpers, APS). These dashboards are designed for marketing practitioners to see and understand the conversations and interactions around a brand or marketing campaign. See press articles on the launching of the first campaign [control room](#), [client projects landed](#) and further details below. Dashboard design publications include:

- [Building a Social Newsroom](#) (Technical Development Paper) - IEEE 19th International Enterprise Distributed Object Computing Conference (EDOC Adelaide, 2015)
- [emotionVis](#) : Designing a tool for Emotion Text Inference and Visual Analytics Tool Prototype Demo - Tackling Society's Grand Challenges with Design Science (DESRIST St John's, 2016)

Masters in Information Management (2010–2013) as part of an MSc in Business Administration and Information Systems (Cand.Merc.IT). Areas of academic focus included social media analytics, urban informatics and strategic information management. Final grade average: 11 out of 12 (equivalent to an A).

- **Master's Thesis:** Awarded full marks for an urban informatics investigation of Social, Local and Mobile data streams for measuring livability in urban environments (in collaboration with Gehl Architects).
- **Journal Publication:** [Digital Reverberations of City Spaces and Public Places](#) : A Theoretical Model - International Journal of Electronic Government Research, Vol. 10, No. 1, 2014, p. 46-62
- **Research Assistant** for a [sentiment analysis study](#) of online reviews, data collection of crisis situations, web management of Webdatanet, and app development for the Dean's Office for Research.

Bachelor's in International Business (1997–2001) Graduated from James Madison University in Virginia with an International Business major and a French minor, as well as Dean's List honors for one term. Also studied economics and European regulations during an overseas study program in Paris, France.

American School of Paris 1993 – 1997

St Cloud, France

Completed International Baccalaureate courses in Economics, French as well as the US Advanced Placement for Maths. Received the school's annual award for Computer Science in 1997.

TEACHING QUALIFICATIONS

Cambridge University – 2009 Teaching Certification for English Language to Adults (CELTA). Applied this qualification to teaching intermediate level English classes from 2008-2010.

TECHNICAL TRAINING & DOCTORAL COURSEWORK

Advances in IT Management (Copenhagen Business School)	Jun, 2017	Completed
Quantitative Research Methods (Copenhagen Business School)	Mar, 2017	Completed
Exploratory Analysis & Visualization (Knight Center Journalism)	Jan, 2017	Certified
Doctoral Consortium – ECIS (Bogazici University, Istanbul)	June, 2016	Thesis Development
Mastering Data Visualization: Andy Kirk (University of London)	Feb, 2016	Completed
Eye Tracking Experiment Design and Analysis (ETH Zurich)	Jan, 2016	Completed
Information Visualization: Alberto Cairo (Knight Center Journalism)	Nov, 2015	Certified
SAS Visual Analytics Training (SAS Institute, Copenhagen)	Nov, 2015	Completed
Information is Beautiful Workshop: David McCandless (London)	Aug, 2015	Completed
Social Network Analysis (Aarhus University)	July, 2015	Completed
Doctoral Consortium - DESRIST (Universität Liechtenstein)	May, 2015	Thesis Development
Doctoral Consortium - CABS (Kyoto)	Dec, 2014	Thesis Development
Visual Analytics (Westerdals ACT University Oslo)	Nov, 2014	Completed
Visual Business Intelligence: Stephen Few (Portsmouth, USA)	Jul, 2014	Completed
Data-Driven Journalism (European Journalism Centre)	Jun, 2014	Certified
Understanding Social Business (Copenhagen Business School)	Dec, 2012	Completed

CAND.MERC.IT COURSEWORK & GRADES

Thesis Defense: Reverberations of Public Places and Urban Spaces	Apr, 2013	12
Social Media Management (IT University of Copenhagen)	Jun, 2012	12
Social Media Analytics (IT University of Copenhagen)	Jan 31, 2012	12
Irrelevant Information - The Interpretation of Subjectivity	Jan 31, 2012	12
Managing Knowledge, Communication and Innovation	Jan 12, 2012	12
Leadership and Communication	Jun 30, 2011	10
Strategic Information Management	May 05, 2011	12
Social Analysis and Design of IT in Organizations	Jan 19, 2011	7
Research Design and the Philosophy of Science	Jan 10, 2011	7
IS Change Management	Nov 26, 2010	10
Social Informatics: Principles for the Social Web	Nov 24, 2010	12

ANALYSIS TOOLBENCH

Social Media Analytics Tools: Blackbox.Social*, DiscoverText*, Radian6, Talkwalker, Watson Analytics, FanPageKarma, Sprinklr, Pagelever, Socialbakers, Quintly, FollowTheHashtag, SocialBlade, Komfo, Falcon, SocialBro, TwtrLand

Information & Data Visualization: Tableau (trained, teaching classes), SAS Visual Analytics (trained), CartoDB, RAW, Datawrapper, IBM Many Eyes, Google Charts, Mapbox, Infogram, NumberPicture, Shiny, Quadrigram, TimelineJS

Data Collection/Scraping/Cleaning: Import.io, Kimono, TweetArchivist, SODATO*, Trifacta, OpenRefine

Natural Language Processing (NLP): EmotionVis*, MineMyText*, Sifter*, Linguistic Inquiry Word Count (LIWC)*, Voyant*, Natural Language Tool Kit (NLTK), Aylien, RapidMiner, SameDiff, Google N-Grams, Correlate & Trends

Social Network Analysis (SNA): UCINET (trained), Netdraw, NodeXL, Gephi, Netlytic*, Graph Commons, Netviz

Social Set Analysis (SSA): SOSEVI*, FollowerWonk, Twiangulate *Research prototypes / Theoretically-informed tools

PROFESSIONAL ACTIVITIES & PERSONAL INTERESTS

Guest Lecturer at the IT University of Copenhagen, Westerdals ACT University Oslo, University of Hawaii at Manoa and Columbia University. Teachings in over 20 classes have centered on computational social science along with practical workshops on information visualization, data collection and wrangling.

Student Supervision and support of over 70 master and bachelor student projects in courses such as Big Data Management, Big Social Data, Social Media Analytics, Social Media Management and Corporate Communications.

University LIMAC Board Representative (2015 - 2017) representing interests of IT Management doctoral students on the management committee of the PhD School of Business and Management (BM, aka LIMAC).

Data Visualization Workshops / Social Data Projects freelance projects and training for Wonderful Copenhagen, HK Denmark, Activision/Blizzard.

[IBM + Roskilde Festival](#) Big Data Partnership (2015 – 2016) Collection of large-scale mobile and social data (geo-positioned, geo-tagged and geo-fenced) using the world's second biggest music festival as a temporary city space.

[Love is in My Blood](#) (2013) AIDS-awareness campaign analytics for the Elton John Aids Foundation.

App Lab (2012) – After-school instructor to 4th-6th graders for mobile app design at *Copenhagen International School*.

Volunteer teaching / farm work in India, Australia, New Zealand *Worldwide Opportunities on Organic Farms (WOOF)*.

Volunteer teaching for unemployed professionals seeking to improve their foreign language skills in the French job market. Self-initiated teaching of a weekly class of 18 people from 2008 to 2009.

University Panel on Intellectual Property (2001), First Year Involvement Program (2001) International Business Club (2000 – 2001), and international exchange program in France while attending *James Madison University*.

Personal interests combine blogging and data journalism, photography and cooking classes, preferably while traveling as far and wide as possible, including: Japan, Vietnam, Cambodia, Laos, Thailand, Malaysia, Singapore, China, India, the UAE, South Africa, Morocco, Mexico, Bolivia, Brazil, Uruguay, Argentina, Chile, Peru, Canada, Jamaica, the Dominican Republic, Australia, New Zealand, Greece, Malta, Turkey, Israel, France, Germany, Belgium, the Netherlands, Luxembourg, Sweden, Finland, Norway, England, Ireland, Scotland, Wales, Spain, Portugal, Italy, Switzerland, Slovenia, Austria, Hungary and the Czech Republic.

PROFESSIONAL AFFILIATIONS

Association for Information Systems (AIS)

Institute of Electrical and Electronics Engineers (IEEE)