



DR. ALEX MARI

ASSISTANT PROFESSOR



Work Experience

- 08/25 - **AMERICAN UNIVERSITY OF BAHRAIN, BAHRAIN**
Assistant Professor of Marketing and Management, College of Business and Management
- 01/25 - **CARY ALLY, SWITZERLAND**
Founder
Empathy-centered voice companion designed to promote healthier aging by helping seniors stay mentally sharp, emotionally connected, and confidently independent. Cary wants to empower every senior—regardless of cognitive ability—to feel heard, cherished, and valued, forging an inclusive world where no one is left alone or behind. The Hume AI Startup Grant supports the project. More info: www.caryally.com
- 07/24 - **AI EMPATHY RESEARCH INITIATIVE, SWITZERLAND**
Co-founder and Research Scientist
This LAB unites senior researchers from leading universities and industry to advance the field of empathic AI. In collaboration with Hume AI, the UZH foundation and the M-TEC foundation (ETH Zurich), we tackle critical questions about the transformative power of generative AI-enabled voice assistants, exploring how empathic AI can reshape human interactions and decision-making. More info: <https://cutt.ly/AIE>
- 09/18 - 09/24 **UNIVERSITY OF ZURICH, SWITZERLAND**
Senior Research Associate
Post-doc at the Chair of Marketing for Social Impact and the Special Group on Social Networks. Award-winning marketing research focusing on AI platform adoption and AI empathy in voice assistants. Lecturer in digital marketing and personal branding at the bachelor's, master's, and executive levels. Digital communication coordinator for (a) Marketing Group Zurich, a joint research initiative of the marketing chairs at UZH and ETH Zurich, (b) Chair of Marketing for Social Impact, and (c) URPP Social Networks.
- 01/17 - 06/18 **FENNEX AG (Joint Venture), SWITZERLAND**
CEO and Co-Founder
Mobile health company bringing augmented hearing to the masses. Business and technical leader of a team of 8 senior engineers and marketers; \$1M in seeding funds (joint venture); Steering committee leader; First app specifically designed for Apple AirPods; Best-rated and fastest-growing hearing aid app in 2017. Selected by the accelerator program "Fusion" in Geneva. Read more: <https://cutt.ly/FENNEX>
- 08/15 - 12/16 **SONOVA GROUP, SWITZERLAND**
Global Director of Digital Marketing & E-Commerce
Conceived, developed and coordinated a Centre of Excellence for Digital Marketing & eCommerce. Managed a team of 15 senior digital managers responsible for defining and implementing digital marketing, digital content and eCommerce strategy across brands/markets (\$4M annual budget); Coordinated regional activities with 30 managers in 20 countries; Member of the executive management board.
- 11/13 - 07/15 **BRANDMATE Ltd., VIETNAM**
CEO and Founder
Social network platform where influencers co-create marketing content with brand managers. Creative and technical leader of a team of 6 members based in HCHC, Vietnam. Partnered with IBM and Microsoft start-up programs. Part of the Global Entrepreneurship Fellows Program at CEU Business School in Budapest.
- 10/11 - 10/13 **PROCTER & GAMBLE, SWITZERLAND**
Brand Manager
Delivery Brand Manager WE for Braun, Small Home Appliances (1st assignment) and Delivery Brand Manager CEEMEA for Mr. Clean, Household products (2nd assignment). Business leader responsible for developing and driving superior brand strategy (portfolio, pricing and promotional strategy, communication plan), market and business analysis, packaging development, visual identity and communication toolbox execution.
- 12/10 - 09/11 **TIM MUSIC, SWITZERLAND**
Head of Digital Marketing
- 02/09 - 07/09 **AKQA, ITALY**
Digital Marketing Trainee

Teaching Experience

- 2024 - **CATHOLIC UNIVERSITY OF SACRED HEART, ITALY**
Visiting Professor of Marketing Analytics
1x Marketing Analytics - Master (3 ECTS)
- 2023 - **SBS SWISS BUSINESS SCHOOL, SWITZERLAND**
Adjunct Professor of Marketing Strategy
4x Marketing Strategy and Analytics - MBA/EMBA; Last rating: 4.8/5.0 (5 ECTS)
5x Digital Marketing and Social Media Management - MBA/EMBA; Last rating: 4.8/5.0 (5 ECTS)
- 2022 - 2025 **UNIVERSITY OF ZURICH, SWITZERLAND**
Lecturer of Digital Marketing
3x Lecturer in Personal Branding and Digital Marketing - Bachelor; Last rating: 5.8/6.0 (6 ECTS)
3x Lecturer in Digital Marketing: Collaborative Project - Master; Last rating: 5.7/6.0 (6 ECTS)
3x Lecturer in Digital Marketing and Social Media - CAS in Medical Leadership; 95% satisfaction (1 ECTS)
- 2012 - 2023 **SDA BOCCONI, SCHOOL OF MANAGEMENT and BOCCONI ASIA CENTER, ITALY**
24x Invited Module Lecturer in Digital and AI for Marketing - Executive (~2h)
- 2014 / 2019 **BOCCONI UNIVERSITY, ITALY**
2x Co-Lecturer in Social Media Marketing Laboratory - Master (~15h)
- 2014 - 2018 **INTERNATIONAL INSTITUTE IN GENEVA, SWITZERLAND**
5x Adjunct Faculty in Digital Marketing - MBA (5 ECTS)
- 2010 - 2013 **MASTER PUBLITALIA MEDIASET, ITALY**
5x Adjunct Faculty in Digital Marketing - Professional Master (5 ECTS)
- 2008 - 2010 **UNIVERSITY OF LUGANO (USI), SWITZERLAND**
Teaching & Research Assistant Digital Marketing and Communication - Bachelor/Master (20 months; 50%)

Education

- 2018 - 2024 **UNIVERSITY OF ZURICH, SWITZERLAND**
Doctorate in Business Administration, Marketing track (Dr. oec. or PhD)
Grade: summa cum laude. Dissertation committee: Prof. Dr. Rene' Algesheimer and Prof. Dr. Andrea Giuffredi-Kaehr
- 2020 - 2021 **SAID BUSINESS SCHOOL, UNIVERSITY OF OXFORD, UK**
Visiting PhD Program in Strategic Management
Sponsor: Consortium for Competitiveness and Cooperation (CCC); One year; remote (during Covid)
- 2007 - 2010 **UNIVERSITY OF LUGANO, SWITZERLAND**
Master of Science in Communication and Economics, Marketing
- 2008 **CENTRAL UNIVERSITY OF FINANCE & ECONOMICS, CHINA**
Exchange Master Student in International Business *
- 2004 - 2007 **LIBERA UNIVERSITA' MARIA SS. ASSUNTA (LUMSA), ITALY**
Bachelor of Arts in Corporate Communication, Marketing and Advertising
- 2006 **ABO AKADEMI UNIVERSITY, FINLAND**
Erasmus Bachelor Student in Intercultural Communication *

PhD Summer School and Executive Programs

- 2023 **MIT SLOAN SCHOOL OF MANAGEMENT, USA**
Summer School Medici in Management Studies - Platform Economy (invitation only)
- 2020 **UNIVERSITY OF ST. GALLEN, SWITZERLAND**
Summer School in Mediation, Moderation, and Conditional Analysis (I & II)
- 2019 **UNIVERSITY OF CALABRIA, ITALY**
Summer School in Experimental Design and Analysis
- 2018 **SDA BOCCONI SCHOOL OF MANAGEMENT, ITALY**
Big Data and Artificial Intelligence Marketing for executives (auditor)
- 2017 **CANNES LIONS SCHOOL, FRANCE**
CMO Accelerator Program for executives
- 2014 **CEU BUSINESS SCHOOL, HUNGARY**
Global Entrepreneurship Fellows Program for executives *
- 2011 **SDA BOCCONI SCHOOL OF MANAGEMENT, ITALY**
Diploma Digital Marketing for executives *

* ~ one semester

Publication

Peer-Reviewed Article (3)

- (3) **Mari A.**, Mandelli A. & Algesheimer R. (under review) *AI-Assisted Shopping on Voice Assistants: The Efficiency-Autonomy Consumer Decision Trade-Off*.
- (2) **Mari A.**, Mandelli A. & Algesheimer R. (under review) *Fear of Missing Out (FOMO) on Emerging AI Technology: Biased and Unbiased Adoption Decision Making*.
- (1) **Mari A.**, Mandelli A. & Algesheimer R. (2024) *Empathic voice assistants: Enhancing consumer responses in voice commerce*. Journal of Business Research, 175, 114566.

Invited Book Chapter and Business Magazine (6)

- (6) **Mari A.**, Mandelli A. & Algesheimer R. (2025) *Harnessing AI Voice Assistants for Digital Corporate Communication*. Corporate Communication Review, 1 (1), 40-45.
- (5) **Mari A.**, Mandelli A. & Algesheimer R. (2023) *Digital Corporate Communication and Voice Communication*. In Luoma-aho and Badham (eds.) Handbook of Digital Corporate Communication, Edward Elgar, 343-356.
- (4) **Mari A.** & Algesheimer R. (2021) *AI-based Voice Assistants for Digital Marketing: Preparing for Voice Marketing and Commerce*. In Contemporary issues in Digital Marketing, Routledge, UK.
- (3) **Mari A.** (2016) *The impact of social media on consumer-brand relationships*. In Karmarkar and Mangal (eds.) The UCLA Anderson Business and Information Technologies (Bit) Project: A Global Study of Business Practice. World Scientific Publishing Company.
- (2) Mandelli A. & **Mari A.** (2012) *The impact of digital technology on service networks: studying a case in the advertising sector*. In Karmarkar and Mangal (eds.) The UCLA Anderson Business and Information Technologies (Bit) Project: A Global Study of Business Practice. World Scientific Publishing Company.
- (1) Mandelli A., Accoto C. & **Mari A.** (2010) *Pratiche di social media measurement: esplorazione e modelli*. In A. Mandelli and C. Accoto (eds.), Marca e Metriche nei Social Media, Lugano, CH: Universit della Svizzera italiana, 135 -167.

Conference Proceeding (9)

- (9) **Mari A.** & Alabed A. (2025) *AI with a Conscience: Empathic Voice Assistants for Sustainable Shopping Decisions*. International Conference on Sustainability and Innovation Processes and Systems. Springer
- (8) **Mari A.**, Mandelli A. & Algesheimer R. (2022) *Shopping with Voice Assistants: How Empathy Affects Decision-Making Outcomes: An Abstract*. In Academy of Marketing Science Annual Conference (pp. 39-40). Cham: Springer Nature Switzerland.
- (7) **Mari A.** (2022) *Artificial Intelligence-based Voice Assistants as Social Media Platform: Anticipated Effect on Brands During Shopping*. Journal of Creative Industries and Cultural Studies: JOCIS, (6), 56-71.
- (6) **Mari A.** & Algesheimer, R. (2021) *The Role of Trusting Beliefs in Voice Assistants during Voice Shopping*. In Proceedings of the 54th Hawaii International Conference on System Sciences, pp. 4073 - 4082.
- (5) **Mari A.**, Mandelli A. & Algesheimer R. (2020) *The Evolution of Marketing in the Context of Voice Commerce: A Managerial Perspective*. In: Nah FH., Siau K. (eds) HCI in Business, Government and Organizations. HCII 2020. Lecture Notes in Computer Science, vol 12204. Springer, Cham.
- (4) **Mari A.** (2019) *Voice Commerce: Understanding shopping-related voice assistants and their effect on brands*. In IMMAA Annual Conference. Northwestern University in Qatar, Doha (Qatar).
- (3) **Mari A.** (2019) *The Rise of Machine Learning in Marketing: Goal, Process, and Benefit of AI-Driven Marketing*. Research Report, University of Zurich. DOI: 10.13140/ RG.2.2.16328.16649
- (2) Mandelli A. & **Mari A.** (2011) *The relationship between social media conversations and reputation during a crisis: The Toyota case*. International Journal of Management Cases, 456 - 489, 14 (1).
- (1) Mandelli A., Accoto C. & **Mari A.** (2010) *Social Media Metrics: Practices of Measuring Brand equity and Reputation in Online Social Collectives*. 6th International conference 'Thought leaders in Brand Management', Universit della Svizzera Italiana, Lugano, Switzerland.

Recent Academic Conferences (4)

- (4) **World Internet Project (WIP)** Annual Conference 2023, University of Zurich, Switzerland
"Present and Future of AI-based Voice Assistants" with Mandelli and Algesheimer
- (3) **Strategic Management Society (SMS)** Special Conference 2022, SDA Bocconi, Italy
"FoMO in Platform Ecosystems" with Mandelli and Algesheimer
- (2) **Academy of Marketing Science (AMS)** Annual Conference 2022, Monterey Bay, USA
"Shopping With Voice Assistants" with Mandelli and Algesheimer
- (1) **Artificial Intelligence in Management (AIM)** Conference 2022, Marshall School of Business, USC, USA
"AI-Driven Platform Ecosystems" with Mandelli and Algesheimer

Invited Research Talk (21)

(21)	2025	EU Business School, Geneva, Switzerland - Prof. Liouka
(20)	2024	Sasin School of Management, Thailand - Prof. Connelly
(19)	2024	Thammasa Business School, Thailand - Prof. Charinsarn
(18)	2024	Sunway Business School, Malaysia - Prof. Lim
(17)	2024	USCI Graduate Business School, Malaysia - Prof. Aw
(16)	2023	Catholic University of Milan, Italy - Prof. La Rocca
(15)	2022	Northwestern University in Qatar, Qatar - Prof. Allagui
(14)	2022	SDA Bocconi School of Management, Italy - Prof. Mandelli (MOOC Big Data and AI)
(13)	2022	Marche Polytechnic University, Italy - Prof. Pascucci
(12)	2021	S id Business School, University of Oxford, UK - Prof. Ozcan (MOOC Digital Disruption)
(11)	2021	Jyv skyl School of Business and Economics, Finland - Prof. Niininen
(10)	2021	Grenoble School of Management, France - Prof. Liouka
(9)	2021	Catholic University of Milan, Italy - Prof. La Rocca
(8)	2020	University of London X Riinvest, Kosovo - Prof. Shala
(7)	2020	Bocconi University, Italy - Prof. Mandelli
(6)	2019	Marche Polytechnic University, Italy - Prof. Perna
(5)	2019	University of Lugano, Switzerland - Prof. Mandelli
(4)	2019	Jyv skyl School of Business and Economics, Finland - Prof. Niininen
(3)	2019	Grenoble School of Management, France - Prof. Liouka
(2)	2019	University of St. Gallen, Switzerland - Prof. Bresciani
(1)	2018	ESA Business School, Lebanon - Prof. Som

Industry Keynote Presentation (10)

(10)	2024	AI with Empathy, <i>Decode the Future</i> , <i>KosICT Technology Festival</i> (XK).
(9)	2023	Past, Present and Future of AI Voice Assistants, <i>AI in Marketing</i> , <i>Marketing Week</i> (GR).
(8)	2019	The AI-Driven Marketing Strategy, <i>Marketing Analytics Summit</i> (IT).
(7)	2019	The Infusion of Machine Learning in Marketing, <i>Medtech Commercial Leaders Forum</i> (BE).
(6)	2019	Machine Learning in Marketing, <i>How Innovation Drives Growth</i> , <i>MediaCom</i> (CH).
(5)	2019	The Rise of AI Marketing, <i>Online Marketing Trend Conference</i> (CH).
(4)	2018	The Agile Digital (Marketing) Department, <i>MarTech</i> , <i>Marketing Week</i> (GR).
(3)	2017	New Frontiers of Digital Marketing, <i>Young Generation - Phonak @ Eataly</i> (IT).
(2)	2017	Digital Transformation in the Medical Device Industry, <i>Medtech Commercial Leaders Forum</i> (CH).
(1)	2016	How Digital Is Transforming Marketing, <i>MarTech Europe Conference</i> (UK).

Consulting and Coaching Project (10)

(10)	2025	Swiss Contact (foundation) - Coordination international workshop - Executive leadership training
(9)	2024	BRCCH (foundation) - Research centre for child health - Scientists training on personal branding
(8)	2023	Interex (company) - Grocery retailing - Executive training on AI in retailing trends
(7)	2019	Crownhealth (startup) - Healthy sports nutrition - Digital marketing strategy
(6)	2019	Hearing Home (startup) - Hearing aids retailing - Business strategy
(5)	2018	Snowcookie (startup) - Wearable ski technology - Marketing strategy
(4)	2018	Chalhoub Group - Luxury retailing - Executive training on digital strategy
(3)	2018	Safilo Group - Eyewear segment - Executive coaching on social media
(2)	2017	Sonova Italy - Medical devices - Digital audit and recruiting
(1)	2009	CP Start-up Lugano (startup) - Digital services - Growth strategy coach

Community Service (2)

- (2) **Thesis supervision:** Bachelor (14x), Master (11x), and Executive (2x) at UZH; MBA (13x) at SBS; One best thesis award.
- (1) **Ad-hoc Peer Reviewer:** Journal of Business Research, Management Decision, Information Systems Journal, Tourism and Hospitality Research, European Journal of Marketing, International Journal of Human-Computer Interaction, ACM CHI, Behaviour & Information Technology, and Journal of Industrial and Business Marketing.

Award

2022	Stanley C. Hollander for Best Retailing Paper by the Academy of Marketing Science
2016	Top 50 Marketing Technology Influencers, Onalytica
2012	P&G Leadership Award “Power of You” from Vice President

Other skills

MarTech Platforms Proficiency: SAP Commerce Cloud, Salesforce Marketing Cloud, Adobe Experience Cloud, Shopify.

Marketing Tools Proficiency: Facebook Ads Manager, Google Analytics, SEMrush, Buzzsumo, Hootsuite, Mailchimp, etc.

Statistical Tools Proficiency: SPSS (incl. PROCESS Macro), Mplus (SEM).

Languages: Full Professional Proficiency in English, Beginner in French, Italian native speaker.

Personal interests

Muay Thai, Golf, Hiking, and Traveling in South-East Asia.

Reference

Prof. Dr. Rene' Algesheimer

Full professor, Marketing for Social Impact
University of Zurich
Andreasstrasse 15, Zurich

Relationship: PhD Supervisor

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Prof. Dr. Andreina Mandelli

Adjunct Professor University of Lugano
and (Retired) SDA Bocconi University
Via Serfatti 10, Milan

Relationship: Mentor and Co-Author

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Franz Petermann

Board of Directors, Neuroth Hoecenter AG
Relationship: **Former line manager at Sonova
and advisor Fennex AG**
Frpetermann@gmail.com

References are available upon request.