

Manon Berney

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[LinkedIn Profile](#)

EDUCATION

Ph.D. in Information Systems

University of Neuchâtel, Ph.D. Thesis under the supervision of Prof. Dr. Adrian Holzer

Date

Sept. 2022 – Present

Master in Information Systems

HEC - University of Lausanne, Master Thesis under the supervision of Prof. Dr. Pius Bienz

Date

Sept. 2018 – June 2020

Bachelor in Management

HEC - University of Lausanne

Date

Sept. 2015 – June 2018

PUBLICATIONS

Conference Proceedings

- Berney, M., Ouazaki, A., Holzer, A., Macko, V., & Kocher, B. (2024). Care-Based Eco-Feedback Augmented with Generative AI: Fostering Pro-Environmental Behavior through Emotional Attachment. In CHI 2024.
- Berney, M., Ondrus, J., & Holzer, A. (2023). Influencing the Influencers? The Case of @CelebJets and the Role of Social Media in Empowering Citizens to Conduct Climate Justice Activism. In AMCIS 2023.
- Berney, M., Ondrus, J., & Holzer, A. (2024). Navigating the Shadows of Cyber Vigilantism: A Preliminary Analysis of Social Dynamics and Activities of Scambaiting. In CHI Late-Breaking-Work 2024.

More here: <https://libra.unine.ch/handle/123456789/31093>

PROJECTS

INFINEED OFEN

Oct. 2022 - Present

Collaboratory work between Information Systems, Consumer Psychology & Economics Institutes

- Understanding how personalised feedback and social comparisons delivered through a digital artifact linked to a smart meter can be combined with monetary incentives to influence residential electricity consumption.
- 3 years project spanning from 2022 - 2025.
- Field Experiment to be launched during summer 2024.

TEACHING EXPERIENCES

Information Technology

Feb. 2023 - Present

Teaching Assistant

Neuchâtel

- Professor: Adrian Holzer
- Year: first year bachelor students

Information Systems

Sept. 2022 - Present

Teaching Assistant

Neuchâtel

- Professor: Adrian Holzer
- Year: second year bachelor students

Gestion des Opérations

Feb. 2023 - Present

Teaching Assistant

Neuchâtel

- Professor: Nathan Kunz
- Year: second year bachelor students

INDUSTRY EXPERIENCES

Galderma

Sept. 2022 - Present

External Sales Support and Administration

Zug

- Support in Administrative and Internal Communication tasks. Responsible for Internal Website Update, Ticketing System Development and KPIs Framework Definition.

Galderma

Jul. 2021 - Sept. 2022

Global Commercial Data & Analytics Manager

Zug

- Full-time position at Galderma in Zug, responsible for gathering, analyzing, and reporting metrics for all Digital programs and channels. Role involved creating recurring reports & dashboards, defining KPIs, training and supporting team members on reporting and analysis, and overseeing website tagging strategy. I also contributed to long-term Web Analytics projects, identifying opportunities for improvements, provided actionable insights based on data analysis, and collaborate with internal and external teams for project success and data integration.

Galderma

Janv. 2021 - Jul. 2021

Digital Transformation

Zug

- 6 months mission as a digital and marketing analyst at Galderma headquarter in La Tour-de-Peilz. Responsibilities included:
- Conducting business and website analysis to address key strategic questions.
- Tracking, reporting, and analyzing the performance of marketing activities, ad-hoc analytic requests, and development/automation of regular reports.
- Analyzing external and internal customer data using database queries, spreadsheet models, web analytics tools (TalkWalker, BrightEdge) and statistical analysis tools (Google Analytics, Google Tag Manager).
- Evaluating customers' online behavior and provide insights and recommendations.

Nestlé

Jul. 2020 - Sept. 2020

Project management specialist

Vevey

- 3 months experience in Nestlé within the Corporate Operations Investment Management team as project management specialist. Supporting on the implementation and development of a global investment management software. Training of the trainee.

Nestlé

Jul. 2019 - Jul. 2020

Project Management Intern

Vevey

- 12 months experience in Nestlé within the Corporate Operations Investment Management team as a project management intern. Responsibilities included:
- Supporting the implementation of a global investment management software.
- Interaction with software developer on developments and issue resolutions.
- Providing global training and support in multiple languages.
- Development of presentations and material for management reviews.
- Support in the development of new functionalities for the software.
- Supporting environmental objectives in the capital investment system.
- Advising project teams on financial control and workflow process with guidance on creating cost breakdown structure and project schedules.

UBS

Mar. 2013 - Aug. 2015

Banking Intern

Lausanne

- 18 months experience in three business area:
- Private client advisor: support customers to open and manage their bank accounts and finances. Advising clients on financial services and resolving issues. Reaching out to prospective customers to offer bank's services.
- Wealth Management: supporting advisors with financial planning, investment management and financial advice for clients. Performing diverse administrative functions requiring acting with confidentiality, initiative and judgement.
- Loan and mortgage: evaluating real estate loans by analyzing customer's profile, finances and property. Managing customer accounts.

POSITIONS OF RESPONSIBILITY

Supervision, Bachelor's Thesis Supervision of Bachelor students

Janv. 2024 – Present

Committee, Part of CUSO Committee and Faculty Committee

Sept. 2022 - Present

CONFERENCES PARTICIPATION

PhD Seminar Participated to the Research Salon in Varenna

Apr. 2024

Swiss SIGCHI Participated and presented research in Swiss SIGCHI Winter Meeting in St-Gallen

Feb. 2024

Summer School Participated in Summer School in Bremen

July 2023

Doctoral Meeting Participated in "Changements Climatiques et Sociétés" Doctoral Meeting

Janv. 2023

CHAIS Participated in 10th Doctoral Consortium (DC) of the Swiss Chapter of the AIS in St. Gallen

March. 2023

Swiss SIGCHI Participated in Swiss SIGCHI in Fribourg

Feb. 2023

ICIS Participated in ICIS 2022 in Copenhagen

Dec. 2022

Class Participated in CUSO Class on Design Science Research

Oct. 2022

MEMBERSHIPS

IEEE: Member of Institute of Electrical and Electronics Engineers (IEEE) since 2022

ACM: Member of Association for Computing Machinery (ACM) since 2022

AIS: Member of Association for Information Systems (AIS) since 2022

SKILLS

Languages: French (Native), English (Professional), German (Limited), Spanish (Elementary)

Programming Languages: Python, HTML, CSS, JavaScript

Research Skills: Academic Writing, Qualitative Analysis, Design Science Research, Data Collection & Analysis