

Who is Imme Christina Zillekens, Ph.D.? Senior Data Scientist at **foryouandyourcustomers**, supports you in leveraging your potential as a Data-Driven company.

'Creating value – by being creative and courageous in walking new paths.'

What Imme Christina Zillekens, Ph.D. can offer you

She supports and challenges you in transforming your business into a Data-Driven company. While doing this, she analyses the status quo, identifies areas of potential to develop and generates tangible insights that create operational and strategic value. By applying her wide portfolio of statistical, AI and programming tools, she develops effective and user-centric concepts and (visualisation) solutions.



More about Imme Christina Zillekens, Ph.D. (izi) at <http://izi.foryouandyourcustomers.com>.

Where her expertise came from

Imme Christina Zillekens' skill set is based upon her perennial experience in the field of empirical, psychological-neuroscientific research. During her Ph.D. at the Max Planck Institute, she investigated brain processes of visual perception and motor control while being engaged in social interactions. At the same time, she developed and coordinated international research collaborations and consolidated her profound methodological competencies. In 2019, she received the Mifek-Kirschner Award, honouring her outstanding research achievements. Already during her Bachelor studies at the University of Heidelberg, she lived out her analytical passion by working as a statistics tutor and by gaining first-hand insights into quantitative approaches to studying human behaviour. During her stay at the Université de Fribourg in french-speaking Switzerland, she gained knowledge in Economics, Business Mathematics and Communication studies. She particularly dived into the consequences of increased automation in the workplace. In parallel, she collected work experience in the market research department of a large pharmaceutical company and got involved in marketing campaigning for public transport. In 2014, she received her Master's degree in Neuroscience from the TU Dresden. Here, she specialized in data analytics and further dealt with user-centric design as well as human perception. Spending time in England and India as an exchange student and intern, she stands up for an intercultural exchange. Besides, she got herself involved as a teacher in a Kenian slum school, collecting precious and broadening experiences.

With her partner, Imme Zillekens lives in Munich and is looking forward towards meeting you and your customers.

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