

Dr. Rafael Huber

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Date of birth 4th of May 1983
Nationality Swiss
Family Married, father of a son (2017)



«My approach to new challenges is analytical and goal-oriented. I am a highly motivated and enthusiastic team player who enjoys working together with inspiring people in an environment at eye level.»

Professional experience

- 10/2012–now **Self-Employed Personnel and Organizational Psychologist, Dr. Rafael Huber | Organizational Development (Sole proprietorship UID CHE-467.069.903)**
+ Business consultancy services. Personnel and organizational development with a focus on agile working methods. Workshops, trainings, individual business coaching and projects for transformation, cultural change and the development of new skills.
- 06/2019–09/2020 **Economic/Organizational Psychologist, dot consulting AG**
+ Customized workshops, trainings, business coachings, moderations and project support with a strong focus on organizational psychology, agile methods, new work, as well as leadership and organizational change/development
- 08/2016–05/2019 **Lecturer and Advisor (since 08/2017) / Scientific Assistant (before 08/2017), IAP Institute of Applied Psychology, ZHAW**
+ Youngest lecturer at the School of Applied Psychology at the time of promotion
+ Course instructor and lecturer of postgraduate study courses and thesis supervisor for postgraduate and undergraduate students
+ Experience in coaching and as development centre instructor and assessor
+ Developing workshops for clients in the private sector
+ Involved in applied research and author of book chapters, blog posts and articles
- 09/2014–06/2016 **Senior Consultant, Enterprise Performance Management, PwC CH**
+ Part of small and large business transformation projects in various industries
+ Experience in strategic and financial business planning, finance target operating model design, financial reporting, cost driver analyses, efficiency/productivity programs, culture change and forensics
+ Regular trainer at the PwC Advisory University
- 11/2010–02/2014 **Research Assistant (RA), Department of Psychology, University of Basel**
+ Lecturer of a bachelor course with approx. 200 students / organizer of a colloquium
+ Supervisor of junior research assistants, student group projects and bachelor theses
+ Coordinator of a collaboration project with the MPI Berlin and the HSE Moscow
- 03/2009–07/2010 (hourly rate) **Junior RA, Cognitive Psychology, University of Zurich**
+ Organization and implementation of empirical research projects
+ Involved in various teaching activities as a seminar tutor
- 01/2009–01/2010 **Junior RA, Social and Neural Systems Research, University of Zurich (hourly rate)**
+ Planning and conducting projects in experimental economics
+ Project studying the development of strategic and economic decisions in children

Education

02/2011–07/2014 (summa cum laude)	Ph.D. Economic Psychology, University of Basel Thesis: <i>Cognitive and Neural Mechanisms of Social Influence in Decision Making</i> + Strong background in computational and statistical modelling + High expertise in empirical methods, behavioural economics and neuroeconomics + Scientific contributions for international high impact journals and conferences
09/2005–01/2011 (ø-grade: 5.6/6)	M.Sc. Psychology, Biology and Business Studies, University of Zurich Thesis: <i>The Neural Basis of Value-Based Decision Making</i> + Courses in psychology and neuroscience, statistics and data analytics, corporate finance and financial statement analysis (among others) +
09/2003–08/2005	Basic Studies Economics, University of Zurich + Solid knowledge in economics, business studies and mathematics
08/1998–09/2002	General Qualification for University Entrance, KEN Zurich + Major in economics and law

Internships

03/2014–06/2014	Internship in Quantitative Social Sciences, Disney Research Zurich, The Walt Disney Company (3 months full time equivalent) + Computational and statistical modelling of large data sets + Applied project in the domain of consumer behaviour
06/2009–09/2009	Internship in Neuroeconomics, Group for Microeconomics and Experimental Economic Research, University of Zurich (4 months full time) + Work experience at one of the world's leading research institutions in economics + Neural and behavioural data analysis / implementation of an online questionnaire
08/2007–09/2007	Internship in Structural Neuroanatomy, Division of Neuropsychology, University of Zurich (6 weeks full time) + Statistical analysis of neuroanatomical data using UNIX shell scripting + Active support for a publication in a professional scientific journal

Language and technical skills

German	Native language
English	Fully proficient
French	Basic

R, SPSS	Good knowledge
Confluence Wiki, Jira	Good knowledge
Microsoft 365	Good knowledge
Miro, Menti, Zoom	Good knowledge

Army

01/2020–12/2020	Captain PPD: Psychological Assessments
01/2018–01/2020	Captain PPD and deputy head: Leadership coaching
01/2009–12/2017	First lieutenant PPD (i.e., psychological-pedagogical services): Moderation
02/2003–05/2003	Basic military training as a fusilier in the infantry

Other activities

- + Since January 2020 I am one of two hosts of the XING Puls Community HR Zurich. With the regular XING Puls series of events, we would like to offer interesting inputs from HR, consulting and science on a wide variety of topics from the expanded HR cosmos. The events take place in a coworking space in Zurich and are intended to be used for exchange, reflection of old and new ideas and networking.
- + Inventor of the United States patent application „visual salience of online video as a predictor of success“ (application serial number 14/834,222 / publication number US20170061235 A1)
- + Co-organizer of the 5th Bernoulli Workshop in Economics and Psychology in 2013

Summer schools, training courses and travel grants

09/2020	Basic course Sociocracy 3.0, sfera, Zürich
10/2019	Design Thinking with LEGO® SERIOUS PLAY®, dot consulting AG, Olten
09/2019	PowerPoint für Rockstars, Folienwerke GmbH, Zürich
08/2019	Facilitator Certification Program in the LEGO® SERIOUS PLAY® method, The Association of Master Trainers in the LEGO® SERIOUS PLAY® Method, Zürich
05/2019	Visual Facilitation – An Introduction, dot consulting AG, Olten
04/2019	Statistics with R, The R Bootcamp, Basel
02/2019	R for Data Science, The R Bootcamp, Basel
01/2019	Machine Learning with R, The R Bootcamp, Basel
08/2018	Workshops at the ZHAW Summer School 2018 («Kooperationsprojekt im Bereich Doktorat: Angewandte Psychologie und Kommunikationswissenschaft»), Zurich
05/2018	Certificate Coach Outdoor-Training, Kreativ Training, Affoltern i.E.
07/2017	Personal mobility program, SWISSNEX san francisco, San Francisco (USA)
06/2017	Training course in writing, Scitec-Media GmbH, Zurich
12/2016	CAS in Didactics-Methods IAP and SVEB I Certificate (“Lernveranstaltungen mit Erwachsenen durchführen”), IAP Institute of Applied Psychology ZHAW, Zurich
10/2016	Personal mobility program, SWISSNEX san francisco, San Francisco (USA)
07/2016	“Verhalten ändern als Profession – Voraussetzungen, Mittel und Wege, Barrieren – Gruppendynamisches Training für Trainer, Berater und Change Manager”), DOPPLER Organisationsentwicklung & Verhaltenstraining, Munich (DE)
03/2016	HERMES 5 Foundation Certificate, TÜV SÜD Akademie GmbH, Zurich
08/2014	Short term research stay, Higher School of Economics (HSE), Moscow (RU)
06/2012	Summer school in Computational Modelling, Swiss National Fund, Bergün
05/2012	How to present at international scientific conferences, Tress & Tress Gbr, Basel
08/2011	Bayesian Modelling for Cognitive Science – a WinBUGS Workshop, University of Amsterdam, Amsterdam (NL)
06/2011	Summer Institute on Bounded Rationality (for invited participants only), Max Planck Institute for Human Development, Berlin (DE)
02/2011	Statistical parametrical mapping (SPM), University of Zurich, Zurich

Conference contributions and invited talks

11/2020	Workshop at the Teamboostday 2020 on the subject “Emotional Hacks für bessere Zusammenarbeit” (together with Dr. Sascha Demarmels) at Trafo Baden, Baden
09/2020	One day workshop at the CH Open Workshoptage on the subject “Emotional Hacks für bessere Zusammenarbeit” (together with Dr. Sascha Demarmels) at the Lucerne University of Applied Sciences and Arts, Rotkreuz
03/2019	Panelist at the IAP Impuls 2019: “Im digitalen Dilemma – die Vermessung von Mitarbeitenden in der Arbeitswelt” (together with Prof. Dr. Peter A. Gloor, Prof. Dr. Heinz-Peter Höller and Cornelia Boesch) at the Lakeside, Zurich
03/2019	Customer presentation of the “IAP Studie 3: Agile Organisations- und Arbeitsformen” (together with Dr. Anna-Lena Majkovic and Jean-Christophe Duménil) at the Kunsthaus, Zurich
04/2018	Invited contribution to the LEARNING INNOVATION Conference (Projectspace): “Success through systematic failure – how to persist in a VUCA environment?” (together with Jean-Christophe Duménil), Zurich
10/2016	Invited talk at the internal research colloquium of the Symbiotic Project on Affective Neuroscience Lab (Prof. Dr. Brian Knutson) and the Stanford Social Neuroscience Lab (Prof. Dr. Jamil Zaki) at the Stanford University, Palo Alto (USA)
2014-2016	(Assistant) trainer of the Strategic Performance Management Deep Dive course at the PwC Advisory University in Stockholm (SE), Athens (GR) and Berlin (DE)
05/2014	Invited talk at the “Emotion Club” of the group of Computational Emotion Neuroscience (Prof. Dr. Dominik Bach) at the Division of Clinical Psychiatry Research at the University of Zurich: “Cognitive and Neural Mechanisms of Social Influence in Decision Making”, Zurich

09/2013	Presentation at the 5th Bernoulli Workshop in Economics and Psychology: "Social Influence in Sequential Decision-Making", Basel
06/2013	Presentation at the NeuroPsychoEconomics conference: "The neural underpinnings of informational cascades", Bonn (DE)
05/2013	Poster presentation at the 16th congress of the European Association of Work and Organizational Psychology: "The downside of human redundancy: Modeling social influences in sequential decision-making processes", Münster (DE)
03/2013	Presentation at 55 th Tagung experimentell arbeitender Psychologen (TeaP): "The neural underpinnings of informational cascades", Vienna (Ö)
09/2012	Poster presentation at the Annual Conference of the Society for Neuroeconomics: "How do people update probability judgments in a social context? An fMRI study of informational cascades", Key Biscayne (USA)
07/2012	Presentation at the 5 th Judgment and Decision Making Workshop for Young Researchers: "How people update probability judgments in a social context?", Basel
04/2012	Presentation at the 54 th Tagung experimentell arbeitender Psychologen (TeaP): "How do people update probability judgments in a social context?", Mannheim (DE)

Peer-reviewed articles

Schöbel, M., Rieskamp, J., **Huber, R.E.** (2016). *Social Influences in Sequential Decision Making*. *PLoS ONE* 11(1): e0146536. doi: 10.1371/journal.pone.0146536

Huber, R.E., Scheibehenne, B., Chapiro, A., Frey, S., & Sumner, R.W. (2015). The influence of visual salience on video consumption behavior: A survival analysis approach. In *Proceedings of the ACM Web Science Conference (WebSci '15)*, Article 41, 1-2. New York, NY: ACM. doi: 10.1145/2786451.2786507

Huber, R.E., Klucharev, V., & Rieskamp, J. (2014). Neural correlates of informational cascades: brain mechanisms of social influence on belief updating. *Social cognitive and affective neuroscience*, 10(4), 589-597. doi: 10.1093/scan/nsu090

Academic contributions

Herzog, S.M., **Huber, R.E.**, Horn, S.S., Klucharev, V., & Rieskamp, J. (2014). *Why does Social Influence Increase With Group Size? A Diffusion Model Analysis*. (Unpublished manuscript). University of Basel, Basel

Huber, R.E., (2014). *Cognitive and Neural Mechanisms of Social Influence in Decision Making* (Doctoral dissertation). Available from edoc. (Thesis no: 10787). doi: 10.5451/unibas-006258231

Huber, R.E. (2010). *Die neuronalen Grundlagen von wertbasierten Entscheidungsprozessen - Unterschiedliche Bewertungen von Geld und Fairness durch eigennützige und altruistische Personen im Ultimatum Game* (Master's thesis). Available from NEBIS. (Systemnr.: 006260146).

Huber, R.E. (2007). *Wie wird die Wahrnehmung von Schmerz durch Aufmerksamkeit und Erwartung beeinflusst?* (Unpublished term paper). University of Zurich, Zurich.

Book chapters

Huber, R.E., & Maier, S.U. (2020). Neurowissenschaftliche Grundlagen von Lernen und Gedächtnis. In J. Gabathuler, U. Blum, & S. Bajus (Eds.), *Weiterbildungsmanagement in der Praxis: Psychologie des Lernens* (pp. XY). Berlin Heidelberg: Springer-Verlag. doi: XY

Huber, R.E. (2019). Smart entscheiden in Zeiten der Veränderung. In C. Negri (Ed.), *Führen in der Arbeitswelt 4.0* (pp. 169-180). Berlin Heidelberg: Springer-Verlag. doi: 10.1007/978-3-662-58411-8.

Huber, R.E., & Gluth, S. (2018). Psychologische Konsequenzen von Armut – Möglichkeiten und Grenzen zielorientierter Präventionsmassnahmen. In C. Knöpfel & C. Mattes (Eds.), *Armutsbekämpfung durch Schuldenprävention – Empirische Befunde, methodische Zugänge und Perspektiven. Tagungsband zur 5. Internationalen Fachtagung zur Schuldenberatung 2017* (pp. 91-105). Wiesbaden: Springer VS. doi: 10.1007/978-3-658-23934-3.

Huber, R.E., & Streuli, E. (2018). Die Psychologie des Familienunternehmens am Beispiel von SCHULER St. JakobsKellerei – Zwischen Respekt vor dem Bewährten und Offenheit für das Neue. In C. Negri (Ed.), *Psychologie des Unternehmertums - Von der Gründung bis zur Nachfolgeregelung* (pp. 23-35). Berlin Heidelberg: Springer-Verlag. doi: 10.1007/978-3-662-56021-1.

Kunz-Brenner, R., & **Huber, R.E.** (2017). Herausforderungen der Finanzfunktion in einer sich rasch verändernden Umwelt. In D. Thomaschewski, & R. Völker (Eds.), *Wachstum im Wandel - Herausforderungen für die Unternehmensführung im 21. Jahrhundert* (pp. 183-193). Stuttgart: Verlag W. Kohlhammer.

Other contributions

Huber, R.E. (2020, Juni 9). dot.tipp – New new work oder die Arbeitswelt nach Corona. [Blog post]. Retrieved from <https://www.dotag.ch/blog/new-new-work-oder-die-arbeitswelt-nach-corona>

Huber, R.E. (2020, April 7). dot.tipp - Wie man Deutschschweizer überzeugen kann, über Ostern nicht ins Tessin zu fahren. [Blog post]. Retrieved from <https://blog.dotag.ch/blog/dot.tipp-wie-man-deutschschweizer-ueberzeugen-kann-ueber-ostern-nicht-ins-tessin-zu-fahren>

Huber, R.E., & Leicht, N. (2020, March 31). dot.tipp - Die innere Haltung der agilen Führungskraft. [Blog post]. Retrieved from <https://blog.dotag.ch/blog/die-innere-haltung-der-agilen-fuehrungskraft>

Huber, R.E. (2020, February 25). dot.tipp - Euer Problem ist nicht das agile Mindset der Mitarbeitenden. [Blog post]. Retrieved from <https://blog.dotag.ch/blog/dot.tipp-euer-problem-ist-nicht-das-agile-mindset-der-mitarbeitenden>

Huber, R.E. (2019, August 13). dot.tipp - Die vier Hauptgründe, weshalb deine methodisch sauber durchgeführte agile Transformation grandios scheitern wird. [Blog post]. Retrieved from <https://blog.dotag.ch/blog/dot.tipp-die-vier-hauptgruende-weshalb-deine-methodisch-sauber-durchgefuehrte-agile-transformationen-grandios-scheitern-wird>

Huber, R.E. (2019, June 28). dot.intern – Hi! Mein Name ist Rafael. Ich bin Dot Nummer 12. [Blog post]. Retrieved from <https://blog.dotag.ch/blog/vorstellung-rafael-huber>

Huber, R.E. (2019, May 29). Selbstoptimierung II - Immer höher, schneller, weiter. *HR Today*, 6, pp. 41-XY.

Majkovic, A.-L., Gundrum, E., Benz, S. M., Dzsula, N., & **Huber, R.E.** (2019). IAP Studie 2019. Agile Arbeits- und Organisationsformen in der Schweiz. Ergebnisse der qualitativen Interviews. Zürich: IAP Institut für Angewandte Psychologie der ZHAW Zürcher Hochschule für Angewandte Wissenschaften.

Huber, R.E. (2018, July 8). Wie Algorithmen unseren Selbstwert angreifen. *NZZ am Sonntag*, p. 15.

Huber, R.E. (2018, April). Verhaltensökonomische Erkenntnisse zu finanziellen Alltagsentscheidungen. *Schlaglicht der Überschuldung*, 5, 1-3. IFF Institut für Finanzdienstleistungen e.V., Hamburg.

Majkovic, A.-L., Werkmann-Karcher, B., Gundrum, E., Birrer, J., Genner, S., Probst, L., **Huber, R.E.**, & Pfister, A. (2018). *IAP Studie 2017 – Teil 2. Der Mensch in der Arbeitswelt 4.0. Ergebnisse der qualitativen Interviews*. Zürich: IAP Institut für Angewandte Psychologie der ZHAW Zürcher Hochschule für Angewandte Wissenschaften, Zurich.

Huber, R.E. (2017, November 17). 10 Erfolgsfaktoren der Silicon-Valley-Kultur [Blog post]. Retrieved from <https://blog.zhaw.ch/iap/2017/11/17/10-erfolgsfaktoren-der-silicon-valley-kultur/>

Genner S., Probst L., **Huber, R.E.**, Werkmann-Karcher B., Gundrum E., & Majkovic A.-L. (2017). *IAP Studie 2017. Der Mensch in der Arbeitswelt 4.0*. IAP Institut für Angewandte Psychologie der ZHAW Zürcher Hochschule für Angewandte Wissenschaften, Zurich.

Huber, R.E. (2017, April 27). Von der Führung zur Selbstführung [Blog post]. Retrieved from <https://blog.zhaw.ch/7/04/24/von-der-fuehrung-zur-selbstfuehrung/>