

# Curriculum vitae

## Dr. Alexandra Bertschi (-Michel)

*It's all about being passionate, dedicated, focused and – most important – having fun in whatever you are doing*

### LANGUAGES

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German	Mother Tongue
English	Fluent (Level C2, CPE-Diploma)
French	Good knowledge (Level B1)

### EDUCATION/DIPLOMA

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August 2023	Venia Docendi “Habilitation”, PD in Betriebswirtschaftslehre (“BWL”) at the University of Bern
September 2016	PhD of Philosophy in Management (Dr. oec.) at the University of St. Gallen, Center for Family Business, Supervisors: Prof. Dr. Thomas Zellweger & Prof. Dr. Nadine Kammerlander
April 2009	Master of Science in Business Administration (insigne cum laude), University of Bern
October 2007	Bachelor of Science in Business Administration, University of Bern
June 2004	Matura (High School Graduation) in Business Administration and Law, Gymnasium Alpenstrasse Biel/Bienne

### PROFESSIONAL EXPERTICE

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Since 2024	Advisor Family Business Governance and Succession Planning at PwC, Senior Manager
2020 – 2023	Head SME and Family Business Succession Planning at Credit Suisse (Schweiz) AG, Director
2017 – 2023	Post-Doc Researcher at the Institute of Organization and Human Resource Management, Prof. Dr. Andreas Hack, University of Bern
2017 – 2020	Corporate Client Advisor at Credit Suisse, Vice President
2013 – 2016	Corporate Client Advisor at Credit Suisse, Assistant Vice President
2011 – 2013	Sales Support Corporate Clients at Credit Suisse, Staff
2009 – 2010	Trainee Program at Credit Suisse in SME Business and CRM
2007 – 2009	Administrator at BEKB BCBE AG, Management and Education
2006	Project-Assistant at the Institute of Marketing and Management, Prof. Dr. Arthur Baldauf, University of Bern

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### EXTRA CURRICULAR ACTIVITIES

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2023 - 2025	Lecturer for Mendo AG at the HFW Bern, Banking and Finance Module
2021 - 2025	Lecturer CAS (Certificate of Advanced Studies) Corporate Banking and Treasury, ZHAW School of Management and Law, Zurich
Since 2019	Lecturer for Executive Education, Rochester – Bern Executive Programs, CAS (Certificate of Advanced Studies) for Board Members (Verwaltungsräte), University of Bern
2015 - 2021	Lecturer at SFW Forum für Weiterbildung, various courses
2014 - 2023	Lecturer at Credit Suisse Business School, various courses

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### PRIZES & NOMINATIONS ON CONFERENCES

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June 2019	IFERA 2019 Annual Conference Best Paper Nomination (International Family Enterprise Research Academy)
August 2018	Best Reviewer Award at the Academy of Management 2018 Conference in Chicago, Illinois, USA
June 2017	IFERA 2017 Annual Conference Honorable Mention (International Family Enterprise Research Academy)
March 2016	Best Paper Award der Konferenz der deutschsprachigen Forschungszentren und Institute für Familienunternehmen 2016
June 2015	IFERA 2015 Annual Conference Best Paper Contribution to Practice Award 2015 (International Family Enterprise Research Academy) associated with a grand of EUR 1'500.-
May 2015	Transeo Best Academic Paper Award 2015 (SME Research Conference) associated with a grand of EUR 2'000.-

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### CONFERENCE PRESENTATIONS

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August 2020	Academy of Management 2020 Virtual Conference (due to COVID 19), Acceptance for Full Paper Presentation
August 2019	Academy of Management 2019 Conference in Boston, Massachusetts, USA, Acceptance for Full Paper Presentation
July 2019	EntFin (Entrepreneurship – Innovation – Mittelstand) Conference 2019 in Trier, Germany, Acceptance for Full Paper Presentation
June 2019	IFERA 2019 Annual Conference in Bergamo, Italia, Acceptance for Full Paper Presentation
August 2018	Academy of Management 2018 Conference in Chicago, Illinois, USA, Acceptance for Full Paper Presentation
Mai 2018	Theories of Family Enterprise 2018 (TOFE) Conference in Edmonton, Alberta, Canada, Invitation for Full Paper Presentation
August 2017	Academy of Management 2017 Conference in Atlanta, Georgia, USA, Acceptance for Full Paper Presentation
June 2017	IFERA 2017 Annual Conference in Zadar, Croatia, Acceptance for Full Paper Presentation

August 2016	Academy of Management 2016 Conference in Anaheim, California, USA, Acceptance for Full Paper Presentation
June 2016	EURAM Conference 2016 in Paris, France, Acceptance for Full Paper Presentation
August 2015	Academy of Management 2015 Conference in Vancouver, British Columbia, Canada, Acceptance for Full Paper Presentation
June 2015	IFERA 2015 Annual Conference in Hamburg, Germany, Acceptance for Full Paper Presentation
June 2014	IFERA 2014 Annual Conference in Lappeenranta, Finland, Acceptance for Full Paper Presentation

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#### **TEACHING / TALKS**

Since 2023	Lecturer for Mendo AG at the HFW Bern, Banking and Finance Module
Since 2021	Lecturer CAS (Certificate of Advanced Studies) Corporate Banking and Treasury, ZHAW School of Management and Law, Zurich (1x per year)
Since 2019	Executive Education, Rochester – Bern Executive Programs, CAS (Certificate of Advanced Studies) for Board Members (Verwaltungsräte), University of Bern (2 - 3x per year)
2018	Co-Lecturer (together with Ass. Prof. Dr. Julia de Groote) Master Seminar Management of Family Businesses, University of Bern (HS2018)
Since 2017	Co-Lecturer (together with Prof. Dr. Andreas Hack) Master Course Management of Family Businesses, University of Bern (yearly in spring (FS) semester; 5x so far except for 2022 due to maternity leave)
2016	Speaker Centre Patronale: Family Business Succession
Since 2015	Speaker SFW Forum für Weiterbildung, various courses
Since 2014	Speaker at Credit Suisse Business School, various courses
2004 – 2009	Speaker at BEKB BCBE, Internal Education

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#### **REVIEWER ACTIVITY**

Being active as Reviewer for the following Journals:

Entrepreneurship Theory & Practice  
 Journal of Management Studies  
 Journal of Product Innovation Management  
 Family Business Review  
 Journal for Family Business Strategy  
 German Journal of HR Management  
 Management Research Review  
 Small Enterprise Research

Being active as Reviewer for the following Conferences:

Academy of Management Conference (***Best Reviewer Award*** at the Academy of Management 2018 Conference in Chicago, Illinois, USA)

European Academy of Management Conference (EURAM)

International Family Enterprise Research Academy (IFERA)

G-Forum Konferenz

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#### **STUDENTS' SUPERVISION**

2019 - 2024 Co-Supervision of a PhD Candidate at the University of Bern, IOP

2017 - 2023 Supervision of more than 20 Master theses (each semester 1 – 3 theses)

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#### **MEMBERSHIP**

Since 2020 Member of Succession Expert Cycle founded by Frank Halter, HSG

Since 2019 Member of Editorial Board at the Journal of Family Business Strategy

Since 2015 Member of the Academy of Management Association

Since 2014 Member of the KMU Frauen Schweiz

Since 2010 Member of the Swiss Venture Club

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#### **PERSONAL INTERESTS**

Family, Sports (Jogging, Skiing, Pilates, Swimming), Travelling,  
Literature, History and Politics