

Oliver Schaer

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Education

10/2014 – 10/2019	PhD in Management Science, Department of Management Science, Lancaster University Management School, UK
Thesis title:	Business Forecasting with online buzz.
10/2013 – 09/2014	MSc in Management Science and Marketing Analytics, Department of Management Science, Lancaster University Management School, UK
Thesis title	Predicting the diffusion of online video content.
10/2010 – 09/2013	BSc in Business Administration, Lucerne University of Applied Sciences and Arts
Thesis title	Measuring the success of Facebook at Credit Suisse AG. Identification and analysis of key figures.
Awards	HSLU Alumni award for the thesis with the highest practical relevance.
08/2003 – 08/2007	Swiss Federal Certificate of Competence as Mediamatiker, Business School Aarau Swiss Vocational Baccalaureate for Commercial Professions
Thesis title	Development of an interactive support tool for NEXSAN products.

Academic and Professional Experience Positions

01/2020 - present	Post-doctoral research associate at Darden School of Business, University of Virginia, USA.
Main activities and responsibilities	Forecasting and Marketing Analytics research. Providing support for MBA student's capstone projects.
09/2014 – 10/2019	Research student at the Centre for Marketing Analytics and Forecasting. Department of Management Science, Lancaster University Management School, UK.
Main activities and responsibilities	Forecasting and Marketing Analytics research. Support of the research centre activities including the organisation of workshops and teaching assistant at practitioner courses. Maintaining and redesign of the centre's webpage. Setting up and create content, for social media channels.
09/2010 – present	Owner of Schär Photo & Media (< 5% occupation), Switzerland
Main activities and responsibilities	Working as a freelance photographer and publication of a yearly wall calendar (currently 14 th edition). Large part of the profit is donated towards charity. Providing audio and video support to the AO Foundation Switzerland. Regular teaching of TYPO3 content management system at J&J Depuy Synthes.
10/2007 – 08/2010	Project Manager at J&J DePuy Synthes (FMR Synthes GmbH), Switzerland
Main activities and responsibilities	Responsible for EMEA intranet and global internet website projects. Principal instructor for intranet EMEA TYPO3 content management courses. Development of new course materials. Technical lead for all audio and video installations at the EMEA HQ including the renovation of the large lecture theatre. Support during international surgery courses and AGM's.
08/2003 – 09/2007	Mediamatiker Trainee at PZ-Multimedia AG, Switzerland
Main activities and responsibilities	Product Manager of the NEXSAN server storage range. Involved in various audio and video installations at museums and corporate organisations. Video and audio editing. Live broadcast and recording of CEO talks at Novartis and Roche.

Publications

- Journal Papers – Schaer, O, Kourentzes, N. and Fildes, R. 2019. Demand forecasting with user-generated online information. *International Journal of Forecasting*. (ABS: 3)
- Practitioner articles – Fildes, R., Schaer, O. and Svetunkov, I. 2018. Forecasting 2018. Forecasting Software Survey. *ORMS Today*.
– Schaer, O. 2014. Erfolgsmessung der Social-Media-Nutzung. Kennzahlensysteme vorgestellt. *Controlling Praxis*.
- Book reviews – Schaer, O. and Spavound, S. 2018. Forewarned: A Sceptics Guide to Prediction. *Foresight: The International Journal of Applied Forecasting*.
– Sagaert, Y.R. and Schaer, O. 2017. Business Forecasting: Practical Problems and Solutions, Michael Gilliland, Len Tashman, Udo Sglavo (Eds.). John Wiley & Sons (2016), ISBN: 978-1-119-22456-3. *International Journal of Forecasting*.
- Working papers – Estimating the market potential with pre-release buzz (joint work with N. Kourentzes and R. Fildes) aiming at *Journal of Interactive Marketing*
- In preparation – Estimating success of own and competitor's new products with pre-release buzz (joint work with N. Kourentzes and R. Fildes) aiming at *Journal of Marketing Research*
– Measuring the speed of adoption of new technology innovation via bootstrapping (joint work with N. Kourentzes) aiming at *Marketing Letters*

Presentations

- Conferences – Estimating success of (own) and competitor's new products with pre-release buzz. *INFORMS Marketing Science Conference*, Rome, Italy, 2019 (joint work with N. Kourentzes and R. Fildes)
– Estimating success of (own) and competitor's new products with pre-release buzz. *International Symposium on Forecasting*, Thessaloniki, Greece, 2019 (joint work with N. Kourentzes and R. Fildes)
– Forecasting with pre-release search traffic profiles. *OR60*, Lancaster, UK, 2018 (joint work with N. Kourentzes and R. Fildes)
– Estimating the market potential pre-launch with search traffic. *International Symposium on Forecasting*, Boulder, USA, 2018 (joint work with N. Kourentzes and R. Fildes)
– What can pre-release search traffic profiles tell us? *INFORMS Marketing Science Conference*, Philadelphia, USA, 2018 (joint work with N. Kourentzes and R. Fildes)
– Using online search traffic and social network shares for operational demand forecasting. *International Symposium on Forecasting*, Cairns, Australia, 2017 (joint work with N. Kourentzes and R. Fildes)
– Pre-launch diffusion model parameter estimation using online search traffic data. *INFORMS Marketing Science Conference*, Los Angeles, USA, 2017 (joint work with N. Kourentzes and R. Fildes).
– Forecasting demand with internet searches and social media shares. *International Symposium on Forecasting*, Santander, Spain, 2016 (joint work with N. Kourentzes and R. Fildes).
– Can product sales be explained by internet search traffic? The case of video games sales, *CARF*, Lucerne, Switzerland, 2015 (joint work with N. Kourentzes and R. Fildes).
– Can product sales be explained by internet search traffic? The case of video games sales, *EURO*, Glasgow, UK, 2015 (joint work with N. Kourentzes and R. Fildes).
- Workshops – Forecasting diffusion with pre-launch online search traffic data. *IIF Workshop on Forecasting New Products and Services*, Milan, Italy, 2016.
– Can product sales be explained by internet search traffic? The case of video games sales, *IIF Workshop on ICT and Innovation Forecasting*, Paris, France, 2015.

- Research visits
- Estimating the Market Potential with Pre-Release Buzz, Università Brescia, Italy, 2019, by invitation of Dr Andrea Mor
 - Forecasting with online buzz, *University of Zurich*, Switzerland, 2018, by invitation of Professor René Algesheimer.
 - Forecasting demand with internet searches and (social media shares). *Bath University*, UK, 2016, by invitation of Dr Fotios Petropoulos.
 - Forecasting diffusion with pre-launch online search traffic data, *Higher School of Economics*, Saint Petersburg, Russia, 2016, by invitation of Professor Sergey Svetunkov
- Company talks
- Demand forecasting for revenue management in the airline industry, *Etihad Airlines*, Abu Dhabi, UAE, 2016.

Software development

- R packages
- Schaer, O. and Kourentzes N., “diffusion” for forecasting with diffusion curves.
 - Schaer, O. “GTT” Tools for Google Trends data.

Research Grants, Scholarships and Third-Party Funding

- Scholarships
- 2014 Lancaster University Management Science PhD scholarship
- Travel grants
- 2019 Lancaster University Management School PhD travel grant
 - 2019 Lancaster University Friend’s programme Research Conference Travel Fund
 - 2018 Lancaster University Management School PhD travel grant
 - 2017 International Institute of Forecasters travel grant award
 - 2017 Lancaster University Management School PhD travel grant
 - 2016 Lancaster University Management School PhD travel grant
 - 2015 Lancaster University Management School PhD travel grant

Attended Workshops and training courses

- Workshops
- Early Career Researcher Workshop, Operational Research Society, Lancaster 2018
 - Non-stationary Multivariate Time Series Workshop, Lancaster, 2016
 - IIF Workshop on Supply Chain Forecasting for Operations, Lancaster, 2016
- Training courses
- Convex Optimisation, NATCOR, Edinburgh, UK, 2016
 - Combinatorial Optimisation, NATCOR, Southampton, UK, 2016
 - Heuristics & Approximation Algorithms, NATCOR, Nottingham, UK, 2015
 - Simulation, NATCOR, Loughborough, UK, 2015
 - Stochastic Modelling, NATCOR, Lancaster, UK, 2014

Workshop and event organisation

- 2019
- Centre for Marketing Analytics and Forecasting: Half-day practitioner workshop on Business Forecasting using R
- Details
- Event organisation and management for approx. 40 participants.
- 2019
- Centre for Marketing Analytics and Forecasting: Half-day practitioner workshop on Retail Demand Forecasting and Data Science
- Details
- Event organisation and management for approx. 70 participants.
- 2018
- Centre for Marketing Analytics and Forecasting: Half-day practitioner workshop on forecasting with Artificial Intelligence
- Details
- Event organisation and management for approx. 70 participants.
- 2018
- Centre for Marketing Analytics and Forecasting: Half-day practitioner workshop on forecasting with hierarchies of products and market segments
- Details
- Event organisation and management for approx. 45 participants.

2016	Centre for Marketing Analytics and Forecasting: IIF Workshop on Supply chain Forecasting for Operations
Details	Main organiser for a 2-day international workshop with 37 delegates. Setting up workshop website, delegate communication, organising delegate accommodations. Organising all catering. Handling the registration desk and conference proceedings.
2009 & 2010	Synthes Inc.: Annual General Meeting with share holders
Details	Responsible for organising the audio and video services. Running tender procedure with budget responsibility of approx. CHF 15'000.

Executive and Industry Courses

2017	Centre for Marketing Analytics and Forecasting: SAP APO-DP course
Details	Teach 2-day forecasting workshops for practitioners at ARCO, UK
2014	Centre for Marketing Analytics and Forecasting: SAP APO-DP course
Details	Teach and support 2-day workshop at Beiersdorf, DE
2010 – 2018	Schär Photo & Multimedia: TYPO3 Web editor courses (~28x)
Details	Teaching a quarterly one-day hands-on workshop for the web content management system at Depuy Synthes (J&J).

Professional Affiliations

INFORMS Marketing Science Society - Member
International Institute of Forecasters (IIF) – Member

Skills

Languages	German (Native language), English (Full working proficiency), French (Limited working proficiency), Spanish (Limited working proficiency)
Research	Business forecasting, econometric model building, new product forecasting, promotional modelling, clustering, machine learning
Programming	R, Python, VBA, LaTeX, HTML, PHP, SQL, Bash (for High-Performance Computing), use of various Social Media API's
Software	SPSS, Adobe CC (Photoshop, Illustrator, InDesign, Lightroom), MS Office (Word, Excel, PowerPoint, Publisher)

References

Available on request