

Unearthing Alpha Potential in Thematic Investing through Patent Analytics: A Sector Comparison

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SEMINARRAUM 1

English

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Carsten C. Guderian

Senior Project Leader

Carsten C. Guderian is Senior Project Leader at LexisNexis Intellectual Property Solutions/PatentSight GmbH (Germany) and Lecturer at the Friedrich-Alexander-University Erlangen-Nuremberg (Germany). He is also an Affiliated Researcher at the Center for Research in Technology & Innovation at the Kellogg School of Management at Northwestern University (USA). He graduated in business administration and economics at the University of Kiel (Germany) and holds a PhD from the Friedrich-Alexander-University Erlangen-Nuremberg. His research focuses on patent analytics, patent valuation, and investment decisions.

David Jaggi

Research Associate

David Jaggi is currently a Research Associate at ZHAW School of Management and Law and a PhD candidate at the University of Zurich. Prior to his current roles, he served as a Data Scientist within the Trade and Behavioral Analytics Team at Credit Suisse.

David earned a Master of Science in Investments and Finance from Queen Mary University of London, complemented by a Bachelor of Science in Engineering and Management from ZHAW. His research primarily focuses on the intersection of Artificial Intelligence and Machine Learning, particularly their applications in the financial sector.

Prof. Alexander Posth

Professor of Asset Management at the Institute of Wealth and Asset Management

Alexander Posth is a Professor of Asset Management at the Institute for Wealth and Asset Management at the ZHAW School of Management and Law, with a research focus on GreenTech and AI in Finance. He has a professional track record of over 12 years in the financial industry, where he gained extensive expertise as a risk manager, quant and portfolio manager. Alexander has worked at ZHAW since 2017 and is a partner at EconSight AG; he is a DIZH Fellow and represents ZHAW as a Board Observer in the Swiss Green Fintech Network. Alexander holds a PhD in theoretical physics.