



LINDENBECK BENEDIKT

**University of Applied Sciences and
Arts - Dortmund - Alemania**

benedikt.lindenbeck@fh-dortmund.de

Dr. Benedikt Lindenbeck is deputy professor for "Business Informatics, especially Data Science and Process Mining" at Fachhochschule Dortmund – University of Applied Sciences.

Before that, he was an postdoctoral researcher at the Department of Business Administration, especially Marketing, at the University in Hagen.

He presents at home and abroad and also teaches at several universities. His primary research interests lie in the application of data science methods and techniques. In addition, he researches in the control of dialogue-oriented marketing campaigns, the cross-channel allocation of advertising effects and in the context of market research. In addition, Dr. Lindenbeck supports several companies with regard to the development and implementation of digital processes as well as the control of their advertising activities.