

Gesundheitsförderung Schweiz  
Promotion Santé Suisse  
Promozione Salute Svizzera



# Barbara Studer

Dr. phil.

## Education

### Oct 2015

CAS in higher education teaching  
Center for academic further education (ZUW)  
University of Bern

### March 2012

PhD (summa cum laude)  
Division of Experimental Psychol. & Neuropsychology  
University of Bern

### July 2010

Master of Science in Psychology  
University of Bern  
Major 1: Neuropsychology  
Major 2: Clinical Psychology

### Sept 2008 - Sept 2009

Research project & course of studies  
Graduate Institute of IWED  
National Taiwan Normal University, Taiwan

### July 2008

Bachelor of Science in Psychology  
University of Fribourg

### Dec 2007

Diploma for violin and voice  
Conservatory of Fribourg

## Professional Experience

### Since August 2022

CEO of Hirncoach AG  
spin-off of the University of Bern  
Digital multimodal brain training platform

### Since Jan 2022

Director of studertalk GmbH  
Talks & workshops at public (science education) events,  
e.g. business / teacher conferences, hospitals, companies

### Since Jan 2020

Founder of Hirncoach GmbH  
Evidence-based program to promote mental fitness

### Since Jan 2018

Independent research fellow  
Division of Health Psychology and Behavioral Medicine  
University of Bern



## an der BGM-Tagung

11.10-12.10 Uhr & 13.20-14.20 Uhr  
Sub-Plenum

15.40-15.55 Uhr  
Talk-Runde

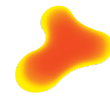


## Kontakt

Barbara Studer  
Lenzburg

Hirncoach AG  
[www.hirncoach.ch](http://www.hirncoach.ch)

[www.bgm-tagung.ch](http://www.bgm-tagung.ch)



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# Barbara Studer

Dr. phil.

## Since Feb 2013

Lecturer at the University of Bern  
Lecturer at various institutes

## Feb 2013 – Dec 2017

Post-Doctoral fellow & lecturer (Oberassistentz)  
Division of Neuropsychology, University of Bern

## Since Sept 2012

Mother & Co-family manager

## Since June 2012

Chief of development and sales of cognitive training  
tasks batteries of the University of Bern  
“BrainTwister2” – launched in May 2016  
“iHirn” – launched in March 2018

## April 2012 – Jan 2020

Head of the specialist department of  
learning and memory, University of Bern

## Feb 2011 – Jan 2013

Doctoral student and research assistant  
Division of Experimental Psychology & Neuropsychology  
University of Bern & School of Higher Education, Bern

## Feb – July 2008

Neuropsychological traineeship (diagnostic, intervention)  
Centre Rencontres, Courfaivre, Switzerland

## Aug 2010 – Dec 2012

Teaching assistant  
Distance University of Switzerland

## Oct 2007 – Jan 2008

Research assistant, clinical traineeship  
Center of family research  
University of Fribourg



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