



Dr. Natalie Rangelov, PhD is a Postdoctoral Fellow at the Institute of Public Communication, Faculty of Communication Sciences, at Università della Svizzera italiana (USI), Switzerland. At USI, she is member of the BeCHANGE research group. Dr. Rangelov is also Lecturer at the Zürcher Hochschule für Angewandte Wissenschaften (ZHAW), Switzerland.

Dr. Rangelov holds a PhD in Communication Sciences from USI, with focus on Public Communication and Social Marketing for health behavior change. In addition to working on various projects of the BeCHANGE group, Dr. Rangelov is project manager for the FAN social marketing project, aimed at promoting healthy life-styles (physical activity and nutrition) using tailored communication and communication technologies in Ticino, Switzerland. Her work is in the intersecting fields of Social Marketing, Communication and Public Health. Her research focuses on public communication and innovative approaches in the field of health behavior change and support. At USI she also serves as a teaching assistant to bachelor and master's level courses. She is member of the Swiss Public Health Association, the European Social Marketing Association (ESMA), and the European Public Health Association (EUPHA). Within EUPHA, she serves as vice-president of the Section on Food and Nutrition since 2014.