

Curriculum Vitae

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date of birth: 29.09.1973

nationality: Swiss / German

family status: divorced / 3 children



Management Summary

- Sales-, Product- and Business Development for consumer goods, solutions and services
- Wide knowledge of the Swiss Banking, IT, Telecom and printing market
- Sound technical understanding & knowledge
- Wide experience in B2B marketing, sales and business development
- creation of new business models (BDM)
- Customer focus & close deal ability
- Experience in managing large tenders or RFPs (> 1 Mio CHF)
- Acquisition and development of international Sales Channels
- Creation of business cases and marketing concepts
- Profit & Loss responsibility
- Experience in international & multicultural environments
- Management experience
 - o Line (up to 11 employees)
 - o Project management

Professional experience

Since June 2022

**Senior Business Development Manager
LEGIC Identsystems AG**

- International Key Account Management of customers and partners in the Corporate Business and Hospitality Market
- Supervising of customer projects for mobile access with mobile Wallets
- Manager of the Wallet Program
- Single Point of Contact for Apple and Google in Europe
- Contract negotiations
- Preparation of quotes to customers and partners
- Presentations on fairs and exhibitions

July 2019 – June 2022

**Key Account Manager Mid Market Enterprise
*Canon Schweiz AG***

- Development and consulting of customers in the segments „Government“, „Healthcare“ & „Education“
- Profit & Loss Responsibility
- Retain,- & upselling activities
- Development & acquisition of new business
- Strategic (Key-) Account Management (plan to prosper)
- Mentoring of RFPs (> 1Mio CHF)
- Supervising of customer projects (coordination of internal and external stakeholders)

Dez. 2018 – June 2019

**Sales Print Solutions
*Pius Schäfler AG***

- Managing and development of customers and resellers
- Acquisition of new customers
- Supervising the complete sales process
- Mentoring of certain suppliers

Nov. 2016 – Nov. 2018

**Sales- & Business Development Manager
*NRS Printing Solutions AG***

- Managing and development of customers and resellers (ca. 3.500 contracts)
- Acquisition of new resellers and customers
- Supervising the complete sales process
- Responsibility for the solution portfolio
- Development of the business segment „MDS“
- Project management
- Mentoring of certain suppliers
- Responsible for companywide marketing activities

Jul 2015 – Okt. 2016 Product- & Sales Manager Software
Crealogix AG

- Profit & Loss responsibility for the software portfolio (payment-software, banking-server und solutions)
- Projektmanagement (> CHF 150.000)
- Development of resellers & partners
- Sales- und presales for the solutions portfolio
- Planning and coordination of all marketing activities and promotions incl. events
- supervising the software development process

Sep 2013 – June 2015 Business Consultant
IdeeTransfer Zürichsee-Glarus GmbH

- Freelance Business Consultant for regional Small & Medium Enterprises
- Developing the market, based on C-Level contacts
- Improvement of business processes on customer side
- Coaching of customer's employees and managers based on certified courses
- networking in relevant business organizations
- Development of marketing- and sales concepts

Dec 2008 - Sept 2013 Head of Product Management,
Samsung Electronics Switzerland

- Heading the Mobile Product Management (mobile phones, tablets and accessories) in Switzerland
- Taking care of a team of up to 11 specialists (technical and commercial background)
- 3-9 months sales & profit forecasting (GSCM)
- Presenting Samsung line up at C-level meetings at customer
- Portfolio Strategy and contribution to the Account Strategy
- Creating and executing of channel specific promotions
- Interface to Head Quarter in Korea and European Head Quarter
- Briefing the Trade Marketing for campaigns etc. (defining timelines, key messages, media planning etc.)
- Main contribution to the yearly marketing strategy
- Presentation of Flagships at local launch events

Dec 2006 – Nov 2008 Product Manager, Sunrise Communications AG

- Launch and development of the mobile internet proposition (Take Away)
- Responsibility for the device portfolio of business customers
- Training of sales channels
- Contribution to the development of strategic alliances and partnerships
- Project Lead „Indoor-Coverage“
- Creating marketing concepts and business cases

Jan 2005 – Nov 2006 Product Manager, *Swissphone Telecom AG*

- Responsibility for a product line within the building automation sector
- Building up and training international Sales Channels
- Creation of Marketing Concepts and Business Cases
- Country specific adjustments and conformance
- Coordination with purchasing- and production departments
- Acquisition and development of international Sales Channel

**Jan 2001 – Dez 2004 Product- & Marketing Manager
*Swissphone Wireless AG***

- Execution of several Product Re-launches
- Redesign & Supervision of Web Presence and company Newsletter
- Promotion from Junior Product Manager to a Product Manager
- Launch of a new brand as a Project Leader
- Contribution in overall Innovation Projects (with external 3rd parties)
- Organization of Exhibitions and Events
- Responsibility for „Healthcare“ Segment including active Sales Role
- Contribution to the Redesign of the group wide new CI / CD

1994 - 2000 Internships

Special skills

September 2013 accreditation as a ASSESS und INSIGHTS consultant

Nov 2010 – Nov 2011 BVS Bildungszentrum, lecturer / tutor

IT Skills Salesforce, Pipedrive, MS Office, MS Project, MS Visio

**Language skills German (mother tongue)
English (fluent), First Certificate
Italian (conversation)
French (basics)**

Study

Oct 2009 – Oct 2010	Further education "Marketing Manager" BVS Bildungszentrum St. Gallen <i>Degree: Diplomierter Marketingleiter</i>
Jun 2000 – Sep 2000	Studying language in Italy
Apr 1997 – May 2000	Continuation studying of business economics Eberhard-Karls-Universität Tübingen Focus: Marketing and Planung & Organisation <i>Degree: Diploma (Master level)</i>
Oct 1994 – Mar 1997	Study of business economics TU Bergakademie Freiberg/Sachsen <i>Degree: intermediate diploma (Bachelor level)</i>

School

1980 - 1984	Primary School (Grundschule)
1984 - 1985	Secondary School (Hauptschule)
1985 - 1991	Secondary School (Realschule); examination
1991 - 1994	Commercial High School, examination

Hobbies

Cycling, Cooking, Tennis, Diving

Kaltbrunn, November 2023