

# Curriculum Vitae

## PERSONAL DETAILS

Reto Sturzenegger  
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## PERSONAL PROFILE

Very experienced professional in deploying physical security systems across international and national organizations. Responsible for the management and development of existing and new business and get the company to the next level.

The ability to motivate the team to go the extra mile to satisfy the customer. A positive thinker, realizing opportunities from challenges with a commitment to continuous improvement. The talent to find solutions for complex problems under pressure. To have the flair to create strategy content and concepts effectively into concrete and successful actions. Being an active and inspirational sparring partner with the aptitude to inspire people around strategic initiatives.

Fast approach, goal-oriented and accustomed with great reliability and quality to work. Strong customer orientation with a high level of customer acceptance.

## EXPERIENCE

Business Development Director (Convergent Technologies) May 2019

- Develop country strategy / bring the company to the next level
- Development new sales projects national /international
- Build-up and leading the sale team
- Search and develop new LSP (local service provider)

Key Account Manager (Tyco Fire & Security a Johnson Controls company)

December 15  
May 19

- Supervision and development of allocated regions and accounts
- Acquire large-scale projects and take care of them until final stage
- Budget and cost responsibility
- Key accounting in the segments of finance, defence and federal

Area Sales Manager (TORMAX | Landert Motoren AG)

April 11  
October 15

- Search, support and development of distribution partners / regions
- Develop new markets and develop new sales partners
- Budget and cost responsibility
- Key accounting and project collaboration for specific products and markets

Key Account Manager/Business Development (Abatek International AG)

January 10  
March 11

- New customer acquisition
- Support Key Accounts
- Develop new market
- Budget and cost responsibility
- Consulting and support in technical and commercial issues

Area Sales Manager (FAAC, formally ZEAG Ltd., Spreitenbach)  
Product Manager

February 07  
September 09

- Assist Key Accounts, develop Distributor and Partner
- Market investigation and market analysis (EMEA)
- Assist to develop new markets, together with the Partner
- Budget and cost responsibility
- Consulting and support in technical and commercial issues

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Product Management (Sushi Solution, private company)

- Business plan and Financiering
- Marketing plan and Evaluation of business option

June 06  
January 07

Product Manager/Project Leader (Mobatime AG, Dübendorf)

- Marketing plan, Sales strategy development
- Project implementation and training
- Customer support for Software and Hardware

January 04/May 06  
June 99/July 02

Independent Real Estate Agent (Sturzenegger Consulting)

- Real estate sale
- Building and construction consulting

October 97/April 99

Sale consultant for office equipment (Werner Tobler AG, Embrach)

- Electronic office equipment sales

January 97/Sept. 97

Service engineer for alarm systems (Dörig & Dörig AG, Bachenbülach)

- Installation and maintenance of alarm systems

June 94/July 95

Electrician (Elektro Blaser AG, Freienstein)

- Electrician work

August 95/March 96  
August 89/May 94

## EDUCATION

- Renewal Risk & Safety Manger & EQS Risk Manager 2022
- Bachelor of Science (B.Sc.) in Business Management 2019-2020
- Certificate of Advance Studies FH, CAS Risk and Safety Mana. 2019
- Various Traniges building automation and security 2015-2019
- Export strategy (Swiss Export)/ trade finance (UBS) 2011
- Intensive Spanish course (Ecuador, Argentina) 2003
- Degree in business administration (GSBA, Zürich) 1999-2001
- Basic training course as sales representative (Germany) 1997
- Intensive English course (Sydney) 1996
- Apprenticeship as electrician (Elektro Blaser AG, Freienstein) 1989-1993
- Secondary schools in Freienstein 1986-1989
- Primary school in Rorbas 1980-1986

## ABROAD

- Asia/Oceania/South America August 02/November 03
- Asia/Oceania April 96/November 96

## LANGUAGES

- German Mother tongue
- English confident in business discussions
- Spanish knowledge
- French basic

## IT-KNOWLEDGE

- MS-Office (Word, Excel, Power Point, Outlook, SharePoint)
- Bluebeam
- Visio Standard and Technical
- ERP System, SAP (Sales) / E3000 / myfactory
- Salesforce.com

## HOBBIES

- Candidate PPL (Helicopter) 2022-2023
- Soaring (Australian)

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- Diving (Advanced)
- Bike