

PRISKA REINHARD

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Executive Summary

Marketing program and project management leader driving the delivery of global, multi-channel programs and digital products across regulated financial, e-business and brand environments.

My work focuses on program and project leadership, product ownership and end-to-end delivery, aligning strategy, creative and technology to ship work on time, on brand and at global scale. I combine enterprise program management methodologies (PMI, CMMI, Agile, Lean Six Sigma Black Belt) with data-driven performance management and the leadership of cross-functional teams across marketing, digital and operations.

At UBS and Credit Suisse, I ran enterprise-level programs as Senior Program Manager and Product Owner, Senior Project Director and Head of Projects. For six years in Credit Suisse's Digital and E-Business department I owned «One CMS» end to end across web, e-commerce, apps and mobile, with budgets up to CHF 10 million and teams of 20+, creative output included. As Managing Director of Pro Holz Schwyz, I held full responsibility for strategy, marketing, communication, events and fundraising. As founder of Kunsthelden, I lead marketing and design, scaling brand identity, campaigns and e-commerce assets with analytics, automation and AI-driven content.

- Program and project management across marketing, digital and communication
- End-to-end delivery of campaigns and digital products, on time and on brand
- Product ownership across public web, CMS, e-commerce, apps and mobile
- Data-driven delivery through analytics, automation and performance frameworks
- Enterprise methods: PMI, CMMI, Agile, Lean Six Sigma Black Belt; teams of 20+

Education:

Executive MBA in Marketing & Brand Management | Executive Master in Arts Management | Bachelor in Business Informatics | Bachelor in Education | Diploma in Web Publishing | Diploma in Project Management (Operational Excellence, Lean Sigma Black Belt) and Organizational Management

Professional Experience

◆ KUNSTHELDEN

Kunsthelden is my marketing and creative agency, running brand, campaign and digital programs end to end. I own and operate two D2C e-commerce brands with international online reach, combining creative leadership, technology and performance marketing with measurable commercial results.

10.2014 – present | Association Kunsthelden & Kunsthelden LP, Zurich / Freienbach

Head of E-Commerce & Digital Management (self-employed)

Lead a digital agency and two D2C e-commerce brands with brand, marketing and tech ownership.

- Responsibility for marketing, digital strategy, and data-driven analytics
- Supervision of CMS, CRM, UX, and CI/CD
- Integration of automation processes and performance optimization
- Management and operation of online concept stores (kreativhelden.ch, seifenhelden.ch)

◆ PRO HOLZ SCHWYZ

As **Executive Director**, I led the marketing, communication and events program end to end – through integrated project management, digital solutions and brand-led campaigns – combining culture, design and innovation with business management.

05.2013 – 03.2016 | Pro Holz Schwyz, Einsiedeln / Schwyz

Executive Director of Association & Strategy, Head of Marketing, Digital and Projects

Overall responsibility for communication & marketing, cultural projects, events, fundraising, finance, HR, and IT. Management board with 6 part-time and up to 50 external employees.

- Creation and implementation of marketing, digital and communication strategy (CMS, CRM, brand management, omnichannel campaigns, social media, analytics / ads, newsletters)
- Planning and execution of events – exhibitions, functions, workshops, general assemblies etc.
- Program head “Mehrwert Holz” (SECO & Canton Schwyz) & Holzimagination.ch (CHF 1.5 million)
- Concept and execution of consulting, media and event projects
- Fundraising, acquisition of funds, partner management with foundations or public authorities

◆ UBS GROUP

At UBS I held senior project and program management positions across divisions. I combined operational excellence with digital innovation in IB, IPS and Group Services, leading product, automation and data-management programs.

11.2010 – 06.2013 | UBS AG, Zurich

Senior Project Director Strategic Initiatives (Corporate Services as well as Products & Services)

Management of strategic initiatives and digital transformation across divisions.

- Internat. staff duties for UBS C-Level executives and Platinum projects in the Chief of Staff
- Steering of CRM, fintech, and automation integrations in marketing

- Management of projects in the context of regulatory changes (Too Big to Fail, FATCA)

04.2010 – 10.2010 | UBS AG, Opfikon / London**Director, Head of Data Management – Currency Trading, Investment Banking**

Management of international project and operational teams (~30 employees).

- Project management, responsibility for KYC, onboarding, and process optimization
- Innovation management and program lead for foreign exchange within Investment Banking
- Responsible for data governance and compliance in global banking operations

01.2010 – 03.2010 | Sabbatical, Zurich / USA

Further education and cultural exchange with stay in the USA.

◆ CONSULTING & INTERIM MANAGEMENT

As Senior Consultant and Interim Manager for transformation, marketing, and projects in the finance and technology sector, I advised on innovation, processes, and go-to-market strategies.

07.2009 – 12.2009 | PIT-Consulting AG, Wilen bei Wollerau**Marketing Manager & Business Development Manager (contract)**

Active support for company setup in marketing, sales, and business development.

- Responsibility for marketing and sales strategy on a contract basis
- Development of go-to-market and customer acquisition programs

10.2008 – 06.2009 | IMG, Zurich**Senior Consultant Sales, Marketing & Business Consulting**

Responsibility for marketing and sales strategy on a contract basis.

- Management of innovation, marketing, and business development projects
- Acquisition and lead management for new customers and projects in Switzerland and Europe

06.2008 – 09.2008 | Man Investments, Pfäffikon SZ / London**Project & Team Lead Client Services & Products**

Management of product and business projects and leadership of a team of business analysts.

- Responsibility for product and marketing development in the hedge fund sector
- Project coordination between London and Pfäffikon

◆ CREDIT SUISSE GROUP

Over ten years at Credit Suisse I held several leadership roles across digital / CMS, e-business / marketing and operations. I ran large, multi-year programs and project portfolios – owning «One CMS», UX and creative delivery, and process innovation at enterprise scale.

11.2005 – 05.2008 | Credit Suisse, Zurich / New York / Nassau**Head of Projects Cash-Management (Department Lead), Private Banking Operations**

Management of process and digitalization programs in global operations with 5 project managers and around 30 project staff.

- Development and execution of projects in innovation, business development, and organizational and process management (Lean Sigma, budget up to CHF 7 million)
- Leadership of international project mandates in data management, FX, accounting, payments, precious metals, cash
- Digitalization of systems, usability, integrations, and operational performance
- International assignment (6 months): Securities New York & Bahamas

06.1998 – 10.2005 | Credit Suisse, Horgen

Digital Business Program Manager, Supervisor & Product Owner CMS

Owned CS Digital and the corporate communications ecosystem as a multi-year, multi-project program. Led a team of 10 across digital, social media and online marketing.

- Product owner for content management and digital strategy for 10,000 websites, e-commerce, apps, and digital offerings
- Project management of UX, design, and cross-functional marketing teams (Agile)
- Concept and implementation of social media, SEO optimization, lead management, and Google Analytics for performance improvement
- Online marketing management, coordination of external agencies and content providers
- 1st and 2nd level support for banking applications, project support, and coaching.

Education & Training

Higher Education

- Exec. MBA in Marketing & Brand Management, Kalaidos University of Applied Sciences Zurich | CAS CAS Brand Management, Kalaidos University of Applied Sciences Zurich | CAS Marketing Management, Kalaidos University of Applied Sciences Zurich
- Executive Master in Arts Management, University of Zurich
- Bachelor of Science in Business Informatics, FFHS / SUPSI Zurich
- Bachelor of Education (Primary School Teacher), University of Teacher Education Schwyz

Diplomas & Courses

Operational Excellence Project Manager, Black Belt (Lean Sigma), Credit Suisse Program Zurich | Project Management (Agile, PMI, CMMI, Götz Schmidt, Promet, Waterfall) | Federal Diploma in Informatics, WISS Zurich | Diploma in Organization & Project Management, EDS | Diploma in Web Publishing SIZ, WISS | Diploma Certified Tester | Digital Music Production

Marketing & Communication Competencies

Since 1997: proven success delivering marketing, brand and communication programs – integrated campaigns across digital and social, creative and content direction, and C-level communication – connecting corporate and cultural brands to measurable results, on time and on brand.

Leadership & Project Management

Methods: Lean Sigma | Waterfall | Agile | PMI | CMMI | Götz Schmidt | Promet

Leadership & Organizational Strategy: Since 1999 management of teams of 5 to 30 employees and external partners. Focus on innovation, operational efficiency, and interdisciplinary collaboration. Experienced in stakeholder management and strategic planning.

Project Management: Over 20 years of experience in managing transformation, process, and organizational projects with budgets between CHF 20,000 and CHF 10 million. Specialized in agile frameworks, performance reporting, and digital process optimization.

Digital Tools & Technologies

CMS / CRM: Contao, WordPress, Interwoven, Obtree, PrestaShop, Shopify, proprietary CRM systems

Automation & Analytics: Google Ads, Google Analytics, Marketplace, SEO tools, automation workflows

Design & Marketing: Adobe Photoshop, Publisher, MailChimp, Vimeo, YouTube, Facebook, Instagram

Programming & Data: JavaScript, HTML, PHP, SQL, CSS, MySQL, Apache

Other Tools: Claude / Cowork, ChatGPT, Ableton (Creative Production), Jira, Microsoft 365, Ticketino

Languages & Interests

Languages: German (native) | English (proficiency level) | French (A2-B1)

Interests: Digital innovation, art & design, music production & singing, walking, fitness & spa

Personal Information

Nationality: Swiss (Horw, Lucerne)

Marital Status: Married