

Curriculum Vitae

PRISKA REINHARD



MANAGEMENT SUMMARY

Strategic and results-driven executive with over 15 years of experience across banking, consulting, cultural management and non-profit organizations. Broad expertise in **management, consulting, digital transformation, e-commerce, marketing & communications, customer experience / UX, project and data management, change management and IT.**

Proven track record in **leading transformations, international teams, events and fundraising initiatives**, combined with extensive responsibility for **large budgets and complex organizations**. Solid academic foundation with an **Executive MBA in Marketing, Executive Master in Arts Management, BSc in Business Information Systems (FH)**, certifications as **Organizational Manager and Lean Sigma Project Leader (Black Belt)**, as well as a **Bachelor of Education**.

Particulars

Name	Priska Reinhard
Address	Wannerstrasse 45, CH – Zürich
Phone	+41 79 454 22 50
Mail	priska@priskar.ch
LinkedIn	http://ch.linkedin.com/in/priskareinhard

Professional Experience

- 10.2014 – today **Association Kunsthelden & Kunsthelden Limited Partnership, CH-Zurich**
 10.2014 – today **Head of Marketing & Arts Management, Digital, Culture & Media Agency (Self-Employed)**
 Management of the agency for digital marketing, media, and projects, **with two e-shops.**
- **Creation and implementation of media and cultural projects:** Planning and realization of own projects and consulting.
 - **Management & operation of online concept stores, e-business & e-communities:** two e-commerce online shops kreativhelden.ch and seifenhelden.ch (over 400 products).
 - **Promotion of art and culture:** Organization and execution of workshops, exhibitions, and cultural events to promote everyday culture.
 - **Planning and implementation of marketing & communication projects:** Creation of newsletters, flyers, and product designs. Responsible for CI/CD, UX design, CMS, innovation, SEO, Google Ads/Search campaigns
 - **Stakeholder management and fundraising:** Establishment and maintenance of stakeholder management for projects, fundraising, and sponsorship.
 - **Financial, Team & Innovation Management and Digital Transformation:** Support and leadership in organizational change processes, as well as the development and implementation of new initiatives, products, and platforms.
- 05.2013 – 03.2016 **Pro Holz Schwyz, CH-Einsiedeln**
Executive & Artistic Management (Marketing, Digital, Fundraising, Cultural & Events)
 Leadership of the organization in the areas of media and cultural projects, innovation, events, marketing/PR, digital, and budget. Supervision of 6 part-time employees and up to 50 external/volunteer staff members (<https://kreativhelden.ch/short/proholzschwyz>).
- **Professionalization of the organization:** Including change management.
 - **Realization of the programm "Mehrwert Holz":** On behalf of SECO and the canton of Schwyz, in close collaboration with the canton, associations, and companies.
 - **Management of the arts & communications project Holzimagination.ch:** 1.5 million CHF, including curation, event, and exhibition management (<http://archive.today/GVloz>).
 - **Consulting the association with 210 members:** Incl. companies, authorities, and NPO
 - **Execution of marketing, digital environment & SEO:** Creation and orchestration of the digital and social strategy. **Coordination of CMS, CRM, and marketing activities.**
 - **Media relations and communication:** Interviews, press, social media and storytelling.
 - **Planning and execution of events, moderation, and partner management.**
 - Fundraising and Sponsorship in the field of design and art.
- 04.2010 – 06.2013 **UBS, Opfikon, CH-Zurich**
 11.2010 – 06.2013 **Senior Project Director for Strategic Initiatives, Products & Services**
- Internat. staff duties for UBS C-Level executives and Platinum projects in the Chief of Staff.
 - Communication and marketing management for bank clients and employees.
 - Fintech, CRM, and contract management for global projects and initiatives.
 - **Innovation management:** Development of new products and services.
 - Global projects and analyses: Within Too Big to Fail (23 million), FATCA incl. budget etc.
- 04.2010 – 10.2010 **Director of Head Data Management Currency Trading Investment Banking**
 Leading 5 domestic and international teams (including projects, CRM) with ~30 employees.
- **Portfolio and strategic data management** for Investment Banking/Wealth Management
 - Regular involvement in STCs and executive-level communication initiatives.
 - Participation in Investment Banking Operations Management Committee Meeting

- 01.2010 – 03.2010 **Sabbatical**, CH-Zurich, USA (one month)
- 06.2008 – 12.2009 **Consulting**
07.2009 – 12.2009 **PIT-Consulting AG**, CH-Wilen bei Wollerau
Marketing & Sales Consultant (mandate basis)
- Leading efforts in business development, spearheading marketing, sales strategies
- 10.2008 – 06.2009 **IMG (Group of S&T)**, CH-Zurich
Senior Consultant for Sales, Marketing & Business Consulting
- Innovations Management, Marketing, Consulting, Business Development
 - Acquisition of new clients and projects in Switzerland and Europe
- 06.2008 – 09.2008 **Man Investments**, CH-Pfaffikon SZ
Program & Team Leader for Product Management & Client Services
Leading a team of Business Analysts (2 employees)
- Developing new product, marketing, and process measures
 - Global Business Project Manager for Hedge Funds (Synergy Project)
 - Leadership, management, and coaching of Business Analysts
 - **Locations:** London, Pfäffikon SZ, with intensive contact with Chicago
- 06.1998 – 05.2008 **Credit Suisse**, CH-Zurich, CH-Horgen, USA-New York and Bahamas-Nassau
11.2005 – 05.2008 **Head of Department Cash Projects in Private Banking Operations**
Manager of project managers (5 employees) and project staff (30 employees)
- Responsibility for project, communication, and resource Management
 - **Initiation and Implementation of Projects in Organization, Innovation, and Change**
 - **Leadership of project mandates:** In Switzerland and Internationally banking topics incl. Data Management, Foreign Exchange, Accounting, Payments, Precious Metals, Cash
 - **Development and Execution of Projects in Innovation, Business Development, and Organizational and Process Management:** Budgets ranging from small to 7 million CHF
 - **Foreign assignment (6 months):** Securities New York and Bahamas
- 02.2000 – 10.2005 **E-Business Program Manager & Online Content Marketer, Supervisor**
Supervising fintech, new media, and online employees (10 employees)
- **Responsible for CS-Digital globally:** Incl. CMS, Customer Relationship Management CRM, E-Commerce, Fintech Solutions, Apps, Bots, Digital TV Solutions, Kiosk, and SEO.
 - **Conception and implementation of marketing, digital, and content projects in the areas of social media, online marketing, and trends:** Incl. customer satisfaction, analytics, and coordination of external product placements.
 - Creation and coordination of designs and brand layouts.
 - Planning and coordination of external agencies and internal content & tech suppliers.
 - Development and implementation of digital strategy for 10,000 websites and services.
 - Management of project budgets ranging from 1 to 10 million CHF.
- 06.1998 – 01.2000 **Contact Centre IC-Consultant (1st / 2nd Level Agent) IT-Production**
- 1st and 2nd level support for banking apps, overseeing projects, and providing coaching.

Avocational Engagements and Projects

05.2018 – 2019	BalconyTV / DiscovrTV, voluntary Work in Music Promotion Switzerland
05.2016 – today	Member of UZH Alumni and Chapter Entrepreneurs, Women, Berlin and London
05. 2016 – 06.2016	Opera House Zurich , 2nd assistant to the intendant, stage director I Puritani
06. 2015 – 07.2015	TSW Musical AG (Walenstadt), Stage Manager (summer production)
2003 – 2010	Co-founder and board (volunteer work), CS scuba-diving club , CH-Zurich

Academic Education & Further Trainings

04.2009 – 05.2017	Executive MBA, Major Marketing & Brand Management , University of Applied Science Kalaidos Zurich, Master thesis in popular music – fundraising in the entertainment industry
04.2016 – 09.2016	CAS Brand Management, Study in online-branding-music labels
04.2009 – 10.2009	CAS Marketing Management, Study in marketing concept small business
09.2014 – 10.2016	Executive Master (EMAA), Culture & Arts Management , University of Zurich, Master thesis in synth- and electropop – electronic pop cultures
09.2002 – 08.2007	Honours Bachelor of Science in Business Information Systems (academic program business and IT), University of Applied Science FFHS / SUPSI Zurich, Master thesis in automation (bank inter. liquidity management)
09.2000 – 03.2002	Federal Diploma of Higher Education in Computer Science , WISS Zurich
08.1992 – 06.1998	Bachelor of Education (equivalent to Primary Teacher certificate) with A-Level, Pedagogical University of Schwyz, Master thesis in still life painting, photography, and arts education
08.1982 – 07.1992	Secondary and primary school, Einsiedeln

Courses & Seminars

2013 – today	Training in e-commerce (for example Magento, PrestaShop), e-marketplaces, digital music shops, pop history etc.
2013 – today	NPO management, corporate management, fundraising studies, backstage tours (Salzburg / Linz Opera House, Lucerne Festivals, Labels and TV)
2013	Trainings in social media, marketing, CMS, and newsletter tools
2006 – 2007	Operational Excellence Project Management (Lean Sigma, Black Belt), Program for high-potentials (presentation, negotiation, difficult situations, banking, marketing, design, brands, customer centricity etc.)
2000 – 2007	Diploma in Organization Management (EDS) and trainings in project management methods such as Promet, Agile, G.Schmidt, CMMI etc.
1999 – 2000	Web Publisher SIZ , WISS Zurich

Languages

German	First language
English	Negotiation-level proficiency, spoken and (working experience USA, Bahamas, London)
French	Good oral and written skills (working experience in French speaking Switzerland)

Marketing & Communication Skills

Marketing & Comms	Since 1997: Including PR, (digital) marketing and communications, social media, press & print as well as C-level communication consulting and messaging strategy on platforms.
Digital & Social	Since 1995
Event & Fundraising	From 1992-1998, 2000-2005 and since 2013

Organizational Skills

Management	Since 1999 (teams from 5 to 30 employees - employed or contractors)
Project Management	Since 1999 (project, process, and organizational management - 20k to 10 million CHF)

Computer Skills

Digital & Design	Microsoft Publisher, CRM, e-commerce and CMS systems (Contao, WordPress, Interwoven, PrestaShop, Etsy), creation of flyers, brochures and product packaging with Photoshop and Gimp, marketing automation with MailChimp, Vimeo, YouTube, Facebook, Instagram, as well as AI-powered content solutions.
Tools & Apps	Microsoft Office tools, Google platforms (Google Merchant, Google Ads, Google Search, Google Analytics, etc.), Microsoft Bing for ChatGPT, Meta Ads (Facebook, Instagram) and SEO tools for speed optimization, electronic sound production with Ableton (music), and accounting software.
Programming	PHP, JavaScript (including jQuery, Vue), HTML, CSS, MySQL, Java / JSP, development tools (Jira, Git, Confluence), web server administration (Apache), web architecture, API integration, CMS/CRM connectivity, and AI-driven solutions with ChatGPT.

Hobbies & Interests

Activities & Sport	Traveling, singing (synthpop), electronic music production, museums, concerts, hiking and fitness, team sports – especially floorball (former National League B player).
Recreation	Music, art, design, painting, family, friends, and spa.

Personal Information

Nationality	Swiss (Horw, Luzern)
Civil Status	Married



14. August 2025