
Project list (not exhaustive)

◆ Kunsthelden**2014 – present, Zurich, Pfäffikon SZ****Everyday-art e-commerce, community & product design**

- Responsible for CI/CD, UX design, CMS and e-shop, kreativhelden.ch and seifenhelden.ch
- Responsible for storytelling and the online shopping experience
- Planning and execution of communication, marketing and sales
- Overall project responsibility
- Development of own designs and products for our two shops

Fundraising, sponsoring & production management

- Production management and marketing «Kafka-Fragmente»
- Fundraising concept for the music label Unit Live
- Production and fundraising of the immersive exhibition Johanna Jellici 'Two Voices'
- Concepts and proposals in music production and music marketing, e.g. Afro Garage, Germanofolies, Sassa music education, etc.

Stage manager and assistant director

- Production management «Titanic», Walensee open-air stage
- 2nd assistant director 'I puritani', Opernhaus Zürich
- Balcony TV stage management
- Production partner for podcasts

◆ Pro Holz Schwyz**2013 – 2016, Einsiedeln, Zurich****Mehrwert Holz**

- Responsible for the Pro Holz Schwyz CMS
- Newsletter Pro Holz Schwyz including partner input
- Press releases (various), press archives and press kits, collaboration
- Copy for online journals, video journals, Facebook and other channels
- Strategy, project and communication work for Gästival 2014
- Mediation concepts for schools, colleges and interested audiences
- Organisation and delivery of presentations, workshops and trainings
- Communication and marketing concept for the Holzidea online shop
- Strategy for the online job database for wood professions
- Development of the online entrepreneur map
- Online CRM development
- Web and Facebook marketing of the Schwyz wood references
- Consulting on project approach

- Planning and delivery of various marketing events (RAG, Prix Lignum, etc.)
- Concept and communication of the analysis on the utilisation potential of Swiss wood
- Studies Stooshütte, Rothenfluh railway, Moorgaten 2015
- Research project on wood-concrete composites with EMPA

Holzimagination

- Responsible for the Holzimagination CMS
- Newsletter Pro Holz Schwyz including partner input
- Press releases (various), press archives and press kits, collaboration
- Copy for online journals, video journals, Facebook and other channels
- Strategy, planning and delivery of sponsoring and fundraising
- Strategy development for marketing and communication
- Art and architecture competition Holzimagination
- Programming the pavilion's content (exhibitions, music, events, etc.)
- Exhibitions Luga Lucerne, DIGA, vocational school
- Apprentice concept and communication of apprentice assignments

◆ UBS

2012 – 2013, Zurich, London

Too Big To Fail (CHF 23 million project) & PPM

- Internal communication, contract management, PMO responsibilities

Fiscal Projects

- Federal Estate Tax: external client communication, client analysis, definition of a new onboarding process, rulebook, negotiations with tax authorities in the UK, USA and Switzerland, and tool solution
- FATCA: definition of new banking products and processes
- Europe Tax: external client communication, client analysis, process analysis, advising project managers

Data management and web projects

- Platform strategy development, budget and concept (international)
- Rebuild of the data management tool and interfaces
- Creation of a new client data area

◆ IMG

2008 – 2009, Zurich, Vienna

Business Development

- Development of online and offline offerings for clients, innovation management for mandates in Austria & Eastern Europe
- (Alpe Adria Bank, Erste Bank, ZRB, Unicredit)

Acquisition & consulting

- Business processes & models as well as client-centricity solutions for external clients (LuKB, ZKB, Julius Bär, CS, ZKB)

Marketing & Business Development

- Definition of client segments and market strategies for clients
- Innovation management of products & services for clients
- Strategy development of communication concepts for clients

◆ Man Investments

2008, Pfäffikon SZ, London

New product management solutions

- Project across three locations: London, Chicago and Pfäffikon SZ
- New online solution as a working platform for internal product managers

◆ Credit Suisse

2013 – 2008, Zurich, New York, Bahamas

Project management & internal project consulting

- Lean Sigma Black Belt consulting
- Review of Centers of Excellence project approach
- Project ideas, project concepts and project analyses
- Delivery of complex banking projects as head of project managers

AKA.Net

- Replacement of manual processing of daily bank balances (nostro payments) with an automated solution from operations through to trading
- Creation and design of the solution, incl. marketing and process adaptation

One CMS programme

- Responsible for CMS and web presence in this area

- Group-wide content management programme
- Definition of the new CMS, content consulting, content creation and layout realisation
- Consolidation of units & processes worldwide
- Contribution to the development and analysis of various CMS systems

Web, mobile, UX and social projects

- New web, advisory and service channel for external client advisors in a protected and online community space
- Introduction of market information on web and mobile
- Migration of product content to the new Youtrade and Yourhome platform
- Online cash management project introducing automated bank-to-bank payment processing
- New processes migrating physical workflows into online solutions
- Creation of a BOT (intelligent online advisor)
- Innovation management for a new web-based user interface
- Product preparation & marketing on the web for CS Life Liechtenstein & Italy
- E.g. with business intelligence and a dedicated product range
- New client acquisition for young investors with a multidimensional approach across web, community (on/offline) and events
- Marketing to young people with new web offerings and an overall concept
- Realisation of a mobile app for stock trading
- Online market presence UK, UK product range
- Re-designs, CI/CD implementations (incl. test coordination)

Digital department, digital marketing & e-commerce

- Contribution to the development of a new online counter interface
- Contribution to Payment on TV (innovation concept to reach clients online via TV)
- Agency management, strategy development for the online shop
- Marketing concepts, creation of web content
- Feasibility studies, requirements engineering, etc.
- Onboarding of new employees, training, introduction, etc.
- Introduction of test procedures and quality assurance
- First online presence of the support center with data on availability, issues and call-center work
- Affiliate partnerships with other websites and product marketing (e.g. car sales)
- Design and concept of international web presences

◆ Süd Ost Bahn

2001 – 2002, Wädenswil

Design and concept of the web presence

- Design and concept of the first SOB website
- Website maintenance

◆ Stingray Dive Center,

2001 – 2006, Schlieren

Marketing & web presence

- Design and concept incl. UX and CD of the website
- Digital Marketing
- Website maintenance