

Short profile

Key points in career and training:

- Five years as Managing Director of the Swiss Alpine Club SAC
- Seven years President of the Destinations Bernese Oberland
- Nine years of management of the destinations Kandertal and Lötschberg
- Previously five years Tourism Director, Kandersteg
- Leadership (2-50 persons) in the last 20 years
- MAS Business Psychology at the University of Applied Sciences North-East Switzerland
- Advanced training in association management, VMI University of Freiburg, Switzerland
- Continuing education in business management at the University of St. Gallen, Switzerland
- Further training as a tourism expert and marketing expert
- Commercial positions in the area of finance and sales
- Commercial apprenticeship

Outdoor:

- Certified mountain tour guide
- Qualified hiking guide
- Patented children ski instructor
- Outdoor guide
- Trained Outdoor and Mountain First Aide and Rescue
- Active mountaineer
- Several years of experience in planning, leading and leading outdoor and adventure tour

Professional practice

2018 – present gutundgut gmbh, Zürich
Associate Partner

2013 – 2018 Swiss Alpine Club SAC
Switzerland's largest mountain sports and outdoor association
Managing Director

- Management and restructuring of the association with 50 employees
- Introduction and chairmanship of the management
- Further international development of mountain and outdoor offers

- International outdoor trainings
- Development of international outdoor offers
- Digitisation of the association, e- and social media marketing
- Project Lead Competence Center House of Mountains
- Acquisition of donations, sponsoring, fundraising and advertising
- Development of association lobbying, membership of various boards of trustees

2003 – 2013

Outdoordestination Kandertal/Lötschberg

Managing Director

- Development and management of the tourism destination with 10 employees
- Development and expansion of tourist infrastructures
- Quotation development and sales
- Development and implementation of marketing strategy
- Introduction of direct reservation systems
- International media relations
- Event management
- Development and maintenance of cooperations and cross-marketing
- Representation of interests and tourism lobbying
- Introduction of quality assurance systems ISO 9001 + 14001 and Q3
- Project Management: Implementation of Enjoy Switzerland

2005 – 2013

Destinations Bernese Oberland

President

- Foundation and management
- Planning and strategic future development
- National tourism development and coordination
- Tourism lobbying and policy
- International project management and media relations
- Cross-marketing with major national groups

1997 – 2003

Outdoor destination Kandersteg Tourism

Tourism Director

- Head of the tourism organisation with 7 employees
- Outdoor offer relaxation
- Strategic realignment, development of mission statement and strategy
- Destination development, various project management
- International Event Marketing and Media Relations

1994 – 1995

Ski school Caselva, Valbella, Lenzerheide

Ski instructor

1994 – 1994

Tourism- and Outdoor-Community Saas/Saas Fee

Event Manager

1992 – 1994

Ski school Caselva, Valbella, Lenzerheide

Ski instructor

1992 – 1992

YMCA Camp Hazen, Chester, USA

Camp leader

1986 – 1992 Commercial apprenticeship and employment

Education and training

- 2017 – 2019 University of Applied Sciences Northwestern Switzerland, part-time
MAS Business Psychology
- 2013 – 2013 VMI, University of Freiburug, Switzerland
Association leadership and management
- 2005 – 2006 University of St. Gallen, Switzerland
St. Gallen Management Seminar Corporate Management
- 2001 – 2002 University of St. Gallen, Switzerland
International Destination Management
- 2000 – 2001 Training Centre for Business Management Thun, Switzerland
Marketing planner, federal certificate
- 1995 – 1997 University of Economics and Tourism, Sierre, Switzerland
Tourism specialist, federal certificate
- 1986 – 1989 Commercial association, St. Gallen, Switzerland
Commercial apprenticeship, federal certificate of proficiency

Outdoor education

- 2018 Swiss Society of Mountain Medicine/Swiss Alpine Club SAC, Bern
Outdoor and Mountain First Aide and Rescue
- 2017 Swiss Alpine Club SAC, Bern, Switzerland
Certified mountain tour guide
- 2001 Swiss Mountain Guides Association, Bern, Switzerland
Qualified hiking guide
- 1998 Swiss Snowsports, Bern, Switzerland
Patented children ski instructor

Languages

German confident in style and fluent (mother tongue)
Dutch good oral style and fluency (mother tongue)
Spanish language courses and stays, B2/C1
French language courses and stays B2
English language courses and stays, B1/B2

Language stays and travel

2007 – 2008	World tour: South America, Asia, Australia, Oceania and Europe
1995 – 1995	Trip: Central and South America
1994 – 1994	Language studies: Barcelona, Spain
1993 – 1993	Language studies and work experience: Cambridge, England
1992 – 1992	Work and travel: USA and Mexico
1985 – 1986	Language studies: Estavayer-le-Lac, Western Switzerland

Personal interests

Mountain sports, nature, culture and dance
Economy and politics, national and international