

Ronald Andrist

Executive Master in International
Business Administration

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CURRICULUM VITAE



May 29th 1964 Date of birth

Swiss Nationality

Celibate, 2 Kids (93,95) Marital status

German (Mother language) Languages
English (fluent)
French (good)

Solution-driven, prospective visionary and generalist Personal Profile
Globally well linked with long international experience
Pragmatic, man of action, affinity for company developments

Developing with the management and in team visible accents Work Motivation
"read" the market, analyze and act innovatively
Pragmatically and adventurous.
Be an ambassador and motivator
for the product and the customer.
be digital well experienced

... and

doing profit!

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WORK EXPERIENCE

Head of International Sales and Swiss Retail Market HELVETICA BRANDS SA, Delémont, Brand SWIZA Startup strategy and implementation of the distribution of the new Swiss Knife, Watches, Luggage	2/2014 - dato (5 Empl.)
Head of Int'l Sales WENGER SA, Delémont (taking over by VICTORINOX in 2005) Build-up and implementation of the intern'l turn-around strategy	11/2005 – 3/2014 (20 Empl.)
Int'l Business Development, Product Roll-Out Earcare PHONAK COMMUNICATION SA, Murten International roll-out panning of new Ear-care product portfolio	4/2005 - 7/2005 (10 Empl.)
Head Int'l Key Account Management, Mobilecom. solutions SICAP AG, Köniz Leading the Key Account Department Reorganization of the sales organization	6/2004 - 5/2005 (15 Empl.)
CEO EISENRING LYSS AG, Lyss Responsible for the complete core business 'Construction Machines and Forklifts' with the extension of the activities	1/1995 - 5/2004 (35 Empl.)
Export Manager Fire- and Burglary Detection Systems Near- and Middle East, UK, USA SECURITON AG, Zollikofen Set-up and roll out of the new export distribution markets with project management and service support	4/1993 - 6/1995 (5 Empl.)
Member of the Executive Board Senior Manager Global Sourcing, SCM and R&D SCHAFFNER EMC (THAILAND) Ltd, Chiang Mai (Elektrowatt) Set-up of the Asian Subsidiary for Noise Filters Responsible for HR, Financial, Leading R&D, SCM und QC Member of the Electrowatt Global Sourcing Project	4/1991 - 3/1993 (started with 30, finally 620 Empl.)
HW and SW Design Engineer PLC Products SELECTRON LYSS AG, Lyss Analogue and Digital Hard- and Software design processor controlled units	10/1986 - 3/1991
Project Leader Building Engineering INGENIEURBÜRO ERICH OTT (IBEO), Biel Leading of complex Building Engineering Projects	5/1985 - 9/1986
Electric Power Engineer, Radio Transm. Jungfraujoch ELEKTRO SISA AG, Zweisimmen, Projekt PTT Jungfraujoch Planning and implementation of all electric power projects	11/1984 - 3/1985

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SCHOOLS AND EDUCATIONS

Executive MBA in international Management Boston (Babson College) Beijing (Peking University) Munich (University of Freiburg) Bern (HTI Bern)	2003-2004
Degree in Business and Commercial Engineer FH Bern (University of Applied Sciences Bern)	1993-1995
Degree in Electric Engineer FH Bern (University of Applied Sciences Bern)	1986-1991
Electrician Apprenticeship (Villars, Evillard und Schneider AG, Brügg)	1980-1984
Basic Schools in Spiez and Kallnach, Switzerland	1971-1980

FURTHER EDUCATIONS

Various leadership and project planning courses	
Official degree as forklift driver instructor SVBL	2001 - 2003
Courses in communication and motivational	2010 - 2013
Newplacement	2013 - 2014

SPECIAL ACTIVITIES

President of the Lyss Tourism Association	to date
Member of the financial committee and of the local council of Lyss	until 2004
Founder and organizer of the Music- and Movie Open-Air Event	until 2001
Friend of good kitchen and good meal and wine (men cooking club)	to date
Various Consulting Engagements for Phantom-Service GmbH in Cross-Cultural Management and Business- and Strategy Developments	2007 – to date