

# CURRICULUM VITAE

## ◆ PERSONAL DATES

Given Name, Name Bruno Wiget  
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Web [www.bruno-wiget.net](http://www.bruno-wiget.net)  
Date of birth June 23<sup>rd</sup> 1967  
Citizenship Switzerland



## ◆ EDUCATION

2002 - 2006 Master of Business Administration (M.B.A.)  
GSBA Graduate School of Business Administration, Zurich  
(since 2010: Lorange Institute of Business Zurich)  
1983 - 1986 Vocational School for commercial clerk, Weinfelden  
1980 - 1983 High School, Weinfelden  
1974 - 1980 Primary School, Märstetten  
1972 - 1974 Kindergarden, Märstetten

## ◆ LANGUAGES

German Native language  
English Spoken and written (TOEFL y GMAT)  
Spanish Spoken and written (DELE)  
French Basic knowledge  
Catalán Studying

## ◆ FURTHER EDUCATION

**EADA (Escuela de Alta Dirección y Administración), Barcelona** 07.02.2009 – 04.07.2009  
Finance Management (Costs, financial analysis, budget –investments,  
Introduction in Spanish Finances)

**Escuela Internacional de Idiomas, Barcelona** 05.07.2004 - 30.07.2004  
Catalán – Intensive lessons

**Open English Academy, Sant Feliu de Guixols** 13.12.2000 - 22.02.2001  
English – Intensive and private lessons / preparing for TOEFL and GMAT

**Malaca Instituto, Málaga** 03.07.2000 - 21.07.2000  
Spanish – Intensive and private lessons

**Malaca Instituto, Málaga** 07.07.1997 - 05.12.1997  
Spanish – special intensive lessons Instituto Cervantes, DELE básico  
(Diploma de Español como Lengua Extranjera)

**Management Zentrum St. Gallen, St. Gallen** 1994 - 1995  
Management education, SFS Stadler AG, Heerbrugg

**NSF / IFKS Frauenfeld, Frauenfeld** 01.04.1993 - 31.03.1994  
Executive education in economics, "Höheres Wirtschaftsdiplom" IFKS

## ◆ PROFESSIONAL EXPERIENCE

**BW strategist & coach, Barcelona, [www.bruno-wiget.net](http://www.bruno-wiget.net)**

current

### Founder and Managing Director

A company that focuses on Marketing and leading the Change Management of warehouse / logistics processes, with special attention to the reorganization and optimization of:

- Traditional Marketing vs. Neuromarketing / Consumer Neuroscience
- Traditional Marketing vs. Political Marketing
- General Management Support
- Data Management
- Inventory / SKU Management (Warehouse / Stock)
- Process- and Workflow / Supply Chain Management / Value Chain Management
- Prozess- und Datenfluss / Liefer - Wertschöpfungskette (Supply - Value Chain Management)
- Change Management; CRM-, Business Intelligence Management and Benchmark analysis

**Escola Universitària MEDITERRANI, Barcelona, [www.mediterrani.com](http://www.mediterrani.com)**

current

(center linked to the University of Girona)

### Professor

University specialized in Marketing and Tourism

- Neuromarketing / Consumer Neuroscience
- Political Marketing  
(both classes in English)

**Sociedad Suiza de Barcelona, Barcelona, [www.clubsuizobarcelona.com](http://www.clubsuizobarcelona.com)**

current

**President** (voluntary work)

**Service Palmera WEWI S.L., Barcelona, [www.servipalmera.com](http://www.servipalmera.com)**

05.2012 - 03.2017

### Co-founder and co-owner

A company, that offers professional and approved treatments for palm trees (combating the plague of the Red Mustang beetle (Picudo rojo) and the plague (paysandisia).

**Müller Martini Ibérica SAU, Sant Joan Despi, [www.mullermartini.com/es](http://www.mullermartini.com/es) 04/07/2006 - 31.07.2010**

**Head of Logistics and Spare Parts Department / Internal processes**

### HRM / Leadership

- Responsible for the continuous improvement challenge for groups as well as individuals (motivation, leadership, coaching, penalization, regular talks, etc.)
- Selection and training of the different IT - Key Users from all departments
- Internal communication with other international subsidiaries corresponding; evaluation, comparison (Benchmark) and change management
- Development and implementation of manuals for all internal processes (IT and communication)
- Presentation of the departments objectives to its employees ("fear management"; leadership)
- Development of structures and responsibilities for each worker and a specific job-description (job description manual and also a general and detailed organizational chart)
- Internal and external communication / information management (employees, customers, vendor)
- Reorganization of the work shift and implementation of an emergency service (improve customer service)

### Technical / Processes

- Improvement of the warehouse processes (physical and technical) and the corresponding key data as; Stock movement, stock value, depreciation, etc.
- Responsible for the "Navision 4.0.2 Project" / implementing a new ERP system, time limit 6 months, implementing 01/01/2008
- Reorganisation of the In- and Outbound logistics processes, e.g. Paperless Picking, connection ERP – Kardex, installation semiautomatic order system (prox. fully automatic)
- Establish a state of the art overall process work flow (SCM)
- Implementation of a specific employee qualification system (HR)
- Integration Stock MM Portugal into MM España (Stock and processes) – connect MM España with MM Germany (SAP - Navision and Stock data)
- Designated new CFO / COO by the former General Manager

## ◆ PROFESSIONAL EXPERIENCE

Silca Key Systems, S.A. Barcelona, [www.silca.es](http://www.silca.es)  
Consultant

15.01.2006 - 30.06.2006  
01.03.2005 - 31.05.2005

### HRM / Leadership

- Development of an internal employee evaluation system
- Preparation and implementation of manuals for internal processes (IT spare parts)
- Communication-, leadership- and teamwork management, Internal communication
- Development of structures and responsibilities and a specific job-description corresponding to the logistics / warehouse department

### Technical / Processes

- Development and implementation of a new pricing system (basis IBM AS400)
- Optimization purchasing and lost orders, Organization of inbound logistic
- Concept design for the additional connection of customer and product data (Datapool optimization) to enhance the internal performance

## ◆ PROFESSIONAL EXPERIENCE

Pro Esports Gel SL, Barcelona, [www.proesportsgel.com](http://www.proesportsgel.com)  
Co-founder and co-owner

2005 - 2007

acs ag, Wil, [www.acs-ag.ch](http://www.acs-ag.ch)

01.05.2002 - 30.04.2004

### Marketing and Accounting Manager

#### HRM / Leadership

- Development of a CRM system
- Design of structures (norms) for technicians / programmers to generate manuals that are "understandable for the customer"
- Internal and external communication / information management (employees, customers, vendor)

#### Technical / Processes

- Development and implementation of a marketing plan
- Preparing and organization of marketing activities, such as:  
OEE (Overall Equipment Effectiveness), Food Safety and Trace ability
- Research and evaluation for new market segments, Organisation of customer activities

GSBA (Graduate School of Business Administration), Zurich, [www.gsba.ch/](http://www.gsba.ch/)

2002 - 2006

### Course M.B.A. / Member of a consulting group

In addition to the theoretical M.B.A. education there were real projects (living cases) to be solved for the following companies

Client	Course	Theme / Topic
• Aesculap	<b>Corporate Strategy</b>	Protect Global Position
• FUJIFILM	<b>MIS/IT</b>	Outsourcing Hardware y Software?
• Holcim	<b>Marketing</b>	Channel Marketing
• Swiss Parcel Post	<b>OM-Logistics</b>	Becoming more Competitive
• Fürstenberg	<b>Finance</b>	Controlling incl. Balanced Scorecard
• EFD*	<b>HRM</b>	Shared Service Centre

\* Finance Department of the Swiss Government; voted as best team leader in the HRM-course

• Thesis: New Ice Rinks in Catalunya, a business opportunity or just a bad idea?  
Adviser: Prof. Dr. Hemant Rustogi (GSBA Zurich and University of Tampa)

DTI AG, acs ag, Convera AG, (Office cooperation), Wil, [www.dti.ch/](http://www.dti.ch/)

01.07.2001 - 31.10.2001

- Part time job / Marketing and Accounting

◆ **PROFESSIONAL EXPERIENCE**

**Volg Konsumwaren AG, Winterhur, [www.volg.ch/](http://www.volg.ch/)  
Product Manager, Non-food department**

**10.02.1998 - 30.11.2000**

**HRM / Leadership**

- Development of an internal employee evaluation system
- Motivation, leadership, coaching, penalization, regular talks, etc.)
- Internal and external communication / information management (employees, customers, vendor)
- Reorganization of the internal purchase process to simplify the incoming process

**Technical / Processes**

- Product Management for a total of 1'500 products: detergent, cleaning supplies, garden products, Christmas products
- Yearly turnover ca. Sfr. 40 Mio. (ca. EURO 27 Mio.)
- Optimizing (to enhance) the marketing activities of key providers
- Promotion and rebates planning in cooperation with the industry (P&G, Henkel, Unilver, etc.)
- Controlling and steering of the companies guidelines, such as: benefit, sales, gross- and retail margin, stock turnover
- Reorganisation and supporting of the product group data

**SFS Steiner, Frauenfeld, [www.sfsunimarket.biz/](http://www.sfsunimarket.biz/)  
Regional Director / Head of Hardware department**

**01.05.1992 - 30.06.1997**

**E.+H. Einkauf und Lager AG, Winterthur / Däniken, [www.eh-services.ch/](http://www.eh-services.ch/)  
Product Manager, Hardware**

**01.11.1990 - 29.02.1992  
17.11.1986 - 28.02.1990**

**Home Hardware Stores Ltd, St. Jacobs, [www.homehardware.com/](http://www.homehardware.com/)  
Work placement and English trainee in Canada**

**01.03.1990 - 30.09.1990**

◆ **TEACHING EXPERIENCE**

**Mediterrani Escola Universitàri, Barcelona, [www.mediterrani.com](http://www.mediterrani.com)  
(Centro adscrito a: Universidad de Girona)**

**current**

**Professor; Subject: "Neuromarketing / Consumer Neuroscience"**

Bachelor Degree: Marketing / Language: English

<b>Topics</b>	
(Basis; "Introduction to Neuromarketing & Consumer Neuroscience." Dr, Thomas Z. Ramsay and "Buy-ology, Truth and Lies About Why We Buy" Martin Lindstrom	
• Introduction	• Brain
• Senses & Perception	• Attention & Consciousness
• Emotions & Feelings	• Learning & Memory
• Wanting, Liking & Deciding	• NeuroMarketing Toolbox
• Consumer Aberrations	

**Professor; Subject: "Political Marketing"**

Bachelor Degree: Marketing / Language: English

<b>Topics</b>	
(Basis; "Political Marketing, Principles and Applications" Jennifer Lees-Marshment and "Political Marketing; Theoretical and Strategic Foundations." Wojciech Cwalina, Andrezej Falkowski, Bruce I. Newmann	
• Introduction	• Political Strategy
• Political market research	• Political Branding
• Internal political marketing	• Static political marketing communication
• Relational and interactive PMC	• Political delivery marketing
• Political marketing and democracy	

## ◆ TEACHING EXPERIENCE

UPF University Pompeu Fabra, Barcelona, [www.upf.edu](http://www.upf.edu)

22.09.2010 - 01.12.2010

Guest Speaker; Course: "Strategic and Operational Marketing"

Bachelor Degree: Publicity and PR/ Language: English / Attendance: 52 students

Coordination: Dra. Iréne Garcia Medina

Topic	Case
• Market-Oriented Strategic Planning	• Walmart (Germany) vs. Volg Switzerland
• Strategic Brand Management	• Crest Toothpaste (Switzerland vs. Rest of the World)
• Distribution	• P&G vs. SAP vs. MüllerMartini
• Pricing	• P&G vs., SAP, Oracle, Microsoft vs. MüllerMartini
• Main Case; Product, Price and Place	• Swiss-Watch Crises (Japan vs. Switzerland)
• Analyzing Industries and Competitors	• Spain Tourism)

## ◆ IT - KNOWLEDGE

MS-Office, MS Dynamics Navision, AS 400, SAP

## ◆ SPECIAL - KNOWLEDGE

EDI, Intranet, Supply Chain Management, ECR, Benchmark analysis (KPI, Best Practice, OEE), CRM

## ◆ HOBBIES / VOLUNTARY WORK

- Ice hockey (member of the FC Barcelona veterans team), to read, to travel

## ◆ REFERENCES

- Bárbara Sagnier Poch, Gablama S.L.
- Raymond Fontao, SILCA S.p.A; Tel: +34 600 448 220
- Igor Visintin, Denner AG, Tel: +41 79 448 37 57