

# CURRICULUM VITAE - SUSANNE RIEDER

## Personal Details

---

First and last name    Susanne Rieder  
Address                    30/A, Block 3, Hillsborough Court  
                                  18 Old Peak Road, Hong Kong  
E-mail                     susanne\_rieder@hotmail.com  
Mobile                    +852 5135 0240  
Date of birth             24<sup>th</sup> May 1973  
Nationality              Swiss



## Profile

---

- Structured, analytical way of working
- Self-motivated, proactive mindset and a goal-oriented personality
- 10 years experience in marketing and sales positions
- Fluent in English, German and proficient in French

## Professional Experience

---

**03/2010 – 10/2010      Consultant**  
**Klako Group Ltd., Hong Kong**

- Advise our clients in company formation, accounting and tax in collaboration with our experts
- Account Manager for German and English speaking clients and in close contact with key accounts
- Responsible for marketing of our services with marketing tools like website, newsletter, liaison with external partners and networks

**09/2008 – 05/2009      Key Account Manager**  
**Sky Design Ltd., Hong Kong**

- Key Account Manager for clients in Germany
- Leadership of a team of 7 direct reports
- Responsible for development and creation of promotional packaging concepts for key accounts

**05/2005 – 01/2008      Marketing Project Manager and Deputy Head of Market Development**  
**Migros, Zurich**

- Led key marketing projects in order to increase the annual turnover by 2%
- Planned and launched integrated marketing and communication measures for each of the key marketing projects like sales promotions on POS, ATL/BTL communication campaigns, price activities etc.
- Responsible for the budget of each campaign and controlling of the effectiveness
- Mutual planning of annual goals and key marketing projects with internal partners
- Mapped out and implemented a new and innovative sales promotion channel with an annual turnover of 50 million USD
- Responsible for marketing/communications part during implementation of new business segments
- Close collaboration with internal, external partners and agencies
- Deputy Head of Market Development

**08/2001 – 04/2005      Communications Manager for the Business Unit “Hygiene / Cosmetics”  
Migros, Zurich**

- Planned, realized and supervised the communication measures of the business unit in close collaboration with the product managers
- Managed and coordinated the sales promotion planning
- Developed and implemented a concept for the management of point of sales promotions with approx. 300 points of sale
- Led various communication projects
- Leadership of a team of 2 direct reports

02/2000 – 07/2001      SAP Inhouse Consultant, Ascom Autelca AG, Berne  
08/1999 – 01/2000      SAP Consultant, Ernst & Young Consulting AG, Berne  
10/1995 – 08/1996      Clerk, Swisstopo, Wabern  
03/1994 – 09/1995      Clerk, Betriebsgesellschaft Zentrum Glatt, Wallisellen  
09/1993 – 02/1994      Clerk, Travel Book Shop, Zurich

## Education

---

2006 – 2007              Master of Marketing at the MBSZ, Zurich  
1996 – 1999              Bachelor of Business Administration, University of Applied Sciences of  
Northwestern Switzerland, Olten, majored in Marketing  
Exchange semester at the EPSCI (ESSEC Group) in Cergy-Pontoise, France  
1990 – 1993              Apprenticeship in Swisstopo, Wabern

## Language Skills

---

German                    Native language  
English                    Fluent in both spoken and written  
French                      Proficient in both spoken and written

## IT Skills

---

Microsoft Office            Highly experienced  
SAP R/3                      Highly experienced

## Other Experiences and Interests

---

Travel      02/2008 – 07/2008      Spent 6 months traveling in Australia/New Zealand  
Wine        1999 – today                Founding member of “Vinares Wine Lovers Association”

## Salary and Availability

---

Salary                      Negotiable  
Availability                From November 2010