

Curriculum Vitae

Dr. Sandro C. Principe



Summary

- Business professional with broad international experience in strategic and operational management in large Professional Service and ICT companies.
- More than ten years experience in driving business transformation and digitalization.
- Track record in country management, sales, marketing, business development, communications and top management business consulting.
- Possesses experience in developing business functions with a “go-to-market” and “customer centricity” focus in a B2B and B2C environment.
- Ability to manage and deliver complex cross-functional and cross boarder projects.
- Entrepreneurial spirit, founder, owner and CEO of market leading digital service platforms; more than ten years experience in start-up coaching and venturing.
- Displays a market and success-driven approach through distinctive managerial, situational leadership, target group oriented communication and a high level of interpersonal skills; ability to easily adapt to new situations and to drive change.
- Strongly identifies with new challenges encompassing transformation, digitalization, business development and entrepreneurial opportunities.

Personal Details

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CH-8185 Winkel **E-mail:** sandro@principe.ch

Date of birth: August 29th, 1965 **Nationality:** Swiss

Marital status: Partnership, 3 children

Employment History

08.2015 – today

Swisscom (Schweiz) AG, Enterprise Customers, Zürich

(2016: CHF 2,500 million revenue, 5,500 employees)

Member of the Executive Board Sales & Services, two roles:

- **Head of Global Business and Sourcing Sales**

(2016: CHF 50 million revenue, CHF 160 Mio TCV, 8 direct, 50 indirect reports)

- Transformed the three specialized sales teams into ICT sourcing sales, to exploit share of wallet and to develop new business at Swiss-based multinational clients.
- Stabilized the continuously eroding wireline business (-15% p.a.) at 44 Mio CHF, renewal rate of 95%.
- Overachieved the wireless business targets at 120%.
- Developed the global ICT sourcing business according to business plan (5 Mio revenues, 50 Mio TCV).
- Completed the Global Portfolio Development in coordination with Verizon, Vodafone and Hemmersbach, among other partners and suppliers.
- Set up of an international competence center for Swisscom.

- **Head of Marketing**

(2016: CHF 8,5 million budget, 3 direct, 30 indirect reports)

- Transformed the marketing function to a regional demand generation function, which closely collaborates with sales.
- Overachieved all defined KPIs (awareness, customer satisfaction, customer engagement, lead generation, sales satisfaction) in 2015 and 2016.
- Introduced digital and automated marketing integrated with CRM.
- Enabled marketing and sales professionals to engage on social platforms for positioning and selling.
- Introduced an expert concept to feature thought leadership across all channels.
- Improved customer platforms hosting over 500 customers p.a.

05.2008 – 05.2015

SPS (Swiss Post Solutions AG), Zurich

(2014: € 500 million revenue, 6,800 employees)

Member of the Executive Board, Member of the Senior Management of Swiss Post, Head of Global Strategic Marketing and Sales

(2014: 10 direct, 100 indirect reports)

- Led and developed selected global strategic clients (5) and multi-country sales opportunities (€ 100 million TCV).
- Developed and implemented the global marketing and sales strategy, structures, processes, methods, control mechanisms.
- Developed the SPS portfolio of products and services, the partner management function and the innovation process; market ready innovations include Swiss Post Box.
- Managed the transformation program from a divisional (40 legal units) to a country-based structure (16 countries).
- Managed and integrated selected acquired companies (e.g. Client Vela Consulting, € 10 million turnover).
- Introduced an integrated customer experience platform (CRM, Marketing Automation, Social, Web).

06.2007 – today

Lemonfrog AG, Zurich

(2016: CHF 2 million revenue, 10 employees, CAGAR 25%)

Founder, Owner, Member of the Board of Directors, CEO

- Development of 8 service platforms for B2C in CH and AT with more than 500'000 user (eg. www.homeservice24.ch).
- Development of 2 service platforms for B2B in CH.
- Development of a HR processing platform in CH.

11.2006 – 03.2008

Vivaldi Partners, Ltd., New York

Member of the Board, Managing Director

- CEO Vivaldi Partners AG (2007: € 1.5 million, 6 employees).
- Responsible for pan-european Business Development activities.

08.2003 – 10.2006

Batten & Company (known as BBDO Consulting), Zurich

Managing Partner

- Member of the Board of BBDO Consulting (2003: € 17 million, 100 employees; 2005: € 17 million, 90 employees).
- CEO BBDO Consulting Suisse AG (2003: € 0.5 million, 3 employees; 2005: € 2.2 million, 10 employees).

- 03.1995 – 07.2003** **Accenture, Paris and Zurich**
Senior Manager Strategy & Business Architecture
- Developed a new customer segment (medium-sized insurance companies) for Accenture services, leading to 7 sales, each worth approx. € 1-2 million.
 - Managed the acquisition and launch of a software asset. Developed 7 opportunities, each with a potential of approx. € 20 million and supported the global sales activities at 3 insurers.
 - Sold (€ 7 million) and led projects (€ 5 million).
- 05.1994 – 01.1995** **Novartis Pharma (known as Sandoz), Basel**
Finance and Controlling / Strategic Planning.
- 04.1991 – 12.1993** **Institute for Insurance Economics (I.VW), St. Gallen**
Project Manager / Business Consultant.

Education and Professional Development

- Ongoing** **Various industry/competency training courses, e.g. IMD**
- 07.2006** **International Council of Management Consulting Institute**
Certified Management Consultant – CMC.
- 10.1990 – 10.1993** **University of St. Gallen (HSG), Switzerland**
Ph.D. in Business Administration. Distinction: very good.
- 10.1985 – 10.1990** **University of St. Gallen (HSG), Switzerland**
lic. oec. HSG (MBA) in strategic management and organization.

Other Professional Activities

- Member of the Jury of Experts for Swiss Ventures (venturekick.ch)
- Member of professional and educational associations, e.g. Advisory Board ZHAW
- Founded, developed and sold the German subsidiary Mentalpower (Coaching Academy)
- Publications and speaking engagements

Languages

- German: mother tongue; English: more than 10 years in American companies; French: good knowledge

Interests

- Sports: jogging, fitness, judo (former Swiss National Team member)

