

Dr. Ingo Gächter

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Experience

2017 - PRESENT | SENIOR KEY ACCOUNT MANAGER | INTERNATIONAL SOS, ZURICH

- Managing 7+ S&P 500 accounts: global customer relationship for companies with > 100.000 employees as well as public international and federal organizations
- Accomplished ambitious targets of reaching USD 2Mio yearly turnover: responsible for account extension, saturation and retention. Generated USD 350K+ new business development in addition
- Consulting C-Level managers in developing and realizing data driven business development growth strategies

2011 - 2016 | HEAD OF ONLINE MARKETING | SNOWFLAKE.CH AGENCY / GOOGLE PARTNER, ZURICH

- Project lead for cross functional teams (2-25 people): Consulting clients and realizing online and mobile solutions for Google 360 Business Tools: Google Analytics, AdWords, Google Cloud
- Responsible for teaming with the customer's IT and Marketing stakeholders to build strategic relationships
- Managed Google Partner business development with new business projects of USD 10K – 500K gross profit
- Consulted the Swiss Federation, international NGO and SME: Optimization of data driven digital solutions

2008 - 2010 | MANAGING DIRECTOR – PR, CI & CAMPAIGNS | OMICRONENERGY.COM, AUSTRIA

- Consulted OMICRON Energy Founder, CEO and C-Level Managers in PR and Marketing Communications
- Led and realized successful PR & Corporate Identity (CI) innovation projects and cross media campaigns
- Developed data driven Internet Strategy for Business Development and successfully increased Marketing ROI
- Inspired the global CSR foundation "Crossing Borders" to realize new online strategies

2006 - 2008 | MEDIA PROJECT DIRECTOR & FOREIGN EXPERT | CIBE & COMMUNICATIONS UNIVERSITY OF CHINA, BEIJING / HONG KONG

- Developed TV Documentary broadcasted at prime time in CCTV for audience of millions: "Ethical Championship"
- Lecturer for courses with 100+ students in Mass Communications and Customer Journey / CR
- Developed and realized strategies with C-Level to attract international students to the University
- Director of PR & Communications Team (14 employees) at CIBE (Center International Business Ethics), Hong Kong

1999 - 2006 | IT MANAGER & JOURNALIST – INTERNET, TV & RADIO | ORF, AUSTRIA

- Defined strategic direction of regional ORF Online News Channel with IT department & journalists
- Developed online channels and accomplished a >100% user growth rate as online journalist over years
- Connected the dots for online solutions and generated enthusiasm while collaborating with Managing Director

1997 - 1998 | TRAINEE & RESEARCH | EUROPEAN COMMISSION IN BRUSSELS

- Assisted in projects: Exploitation of research, Information Market & Telecommunications
- Completed business diploma: »Le financement et la gestion des fonds dans la Communauté Européenne«

Academic Teacher & Consulting

2012 – 2016 | LECTURER | IFJ & DIGICOMP ACADEMY, ZURICH

- Seminars: Web Analytics, Data Analysis Strategy, SEM, SEO, SEA Strategy, Digital Marketing Mix and ROI Optimization Strategy, Customer Journey Management
- Workshops & Talks at IFJ (Institut für Jungunternehmer): *How can I touch the heart of online people?*

2004 - 2012 | ACADEMIC TEACHER | UNIVERSITY OF INNSBRUCK, AUSTRIA

- *International Entrepreneurship* seminars and *Digital Communications* lectures at the SOWI [Business Department, Banking and Finance]
- Consulted Professors & the Dean in analytical storytelling, PR and Marketing Strategy

2002 - 2010 | UNIVERSITY OF APPLIED SCIENCES VORARLBERG, AUSTRIA

- Lectures on Mass Communications, Video and Cross Media Productions, Screenwriting, Directing, Development of Business Plans, Native Advertising, Content Marketing

2002 – 2017 | FREELANCE CONSULTING ENTREPRENEUR, EUROPE & ASIA

- Consulted companies in different industries (e.g. finance, insurance, media) as well as academic institutions in developing customer relationship strategies and realizing large scale marketing campaigns
- Improved PR & Marketing ROI up to > 100% by realizing data driven research and business development strategies

Education

2008 - 2011 | DOCTOR IN SOCIAL & ECONOMIC SCIENCES | UNIVERSITY OF INNSBRUCK, AUSTRIA

- Doctoral thesis: *How Market Leaders in Arts and Business Target Human Emotions*

1999 - 2001 | MASTER OF ARTS IN MASS COMMUNICATIONS | UNIVERSITY OF NEW ORLEANS, USA

- The power of brands & images: Screenwriting and Directing, with strong focus on Media Business Intelligence

1991-1997 | DIPLOMA IN INTERNATIONAL BUSINESS ADMINISTRATION | UNIVERSITY OF INNSBRUCK & EDHEC LILLE, AUSTRIA & FRANCE

- Focus on International Finance & Marketing
- ERASMUS exchange year at EDHEC Lille (Top 10 Business School in France)

Selected Speaker Engagements & Publications

2015, DPUNKT VERLAG (PRINT, ARTICLE)

- Better ROI with Optimized Data Analytics Organization & Management (Co-Author: Prof. Dr. Darius Zumstein)

2015, INTERNET OF THINGS CONFERENCE, ZURICH

- Talk: "Internet of Things: Big Data & Artificial Intelligence"

2014, E-METRICS SUMMIT & CONVERSION CONFERENCE BERLIN

- Marketing insights that challenge – but reap rewards

2014, PRAXIUM VERLAG (PRINT ARTICLE)

- Social Media & Analytics: 7 Tips for Success. Published in *Digital Marketing Practice for Online Stores*, 3rd Edition

2013, INSTITUTE FOR START-UPS & DIGICOMP ACADEMY, ZURICH

- Talks and Workshops: "How can I touch the heart of Google People?"
- "10 Reasons to avoid Social Media... (and increase Marketing ROI)"

Awards & Voluntary Engagements

2014 - PRESENT | MEMBER OF THE BOARD | LADANYI – BUSINESS ETHICS CONSULTING

- Think Tank & Networking HUB for Swiss groups and Start-Ups entering/expanding in China

2010 | CSR PROJECT: FUNDING EDUCATION FOR CHILDREN WITH MATTHIEU RICARD, BHUTAN

- Organized project to fund schools in Nepal, Bhutan and China with M. Ricard, official “Happiest Man on Earth”

2008 | BUSSINESS AWARD | CCTV, CHINA

- Developed TV Documentary: *Integrity, China in Action*, broadcast in prime time CCTV for audience of millions

1999 | MINISTRY OF SCIENCE AND RESEARCH IN AUSTRIA

- Talent Award and Scholarship for a Master of Arts in the USA

Skills

LANGUAGES

- **German** mother tongue, **English** fluent, **French** proficient, **Spanish, Italian, Chinese** basic

GOOGLE PARTNER – CERTIFIED TRAINER FOR GOOGLE BUSINESS TOOLS

- Google 360 Business Tools: Google Analytics & Google AdWords, Data driven optimization of digital ROI

TEAM LEADERSHIP & ENTREPRENEURSHIP / NETWORKING TALENT

- From my first function at ABC until today: I am passionate about leading and motivating my teams (~ 2–15 people)
The OKR (Objectives and Key Results) Leadership Model applied by Google is my favorite method
- People Management Experience: 1 to 15 people from 1998 – present

TALENT TO CONNECT THE DOTS

- Establishing credibility quickly with senior level executives & sponsors across the organizations
- Experience in large complex deal negotiations with successful track record
- Strong focus on customer satisfaction