

Julian Lichtsteiner  
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28 years old (20.8.1985)  
Single  
No children  
Swiss  
Place of origin: Schötz, LU



## PROFILE

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Highly motivated, development-oriented and entrepreneurial professional with background in psychology and business. Multilingual communicator with strong intercultural skills and global luxury industry experience.

## WORK EXPERIENCE

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- **01/2014 – today**                      **Business Development**  
   **1CryoBio AG, Root, Switzerland**  
  
Development of business model as well as initial marketing and distribution strategy for commercialization of the world's first dividable cryogenic tube for laboratory use and storage of frozen biomaterial samples
- **08/2010 – today**                      **International Training Manager, member of the Senior Management Committee**  
   **Sales International, OMEGA SA, Biel, Switzerland**  
  
Leadership of the international sales training department with a team of 2 colleagues and a yearly budget responsibility of CHF 600,000, 60% in the office in order to further develop a global training strategy with a network of approx. 40 trainers and 3,000+ trainees per year, 40% business travel to Greater China, rest of Asia, USA, Europe, Latin America and Australia to implement this strategy, coach the local network and conduct sales trainings on an advanced level
  - **Important achievements**
    - Creation and worldwide implementation of a multi-level progressive training system for sales associates in watch stores
    - Development of the highly important markets China, Hong Kong, Macau and Taiwan in regard to sales training with regular market visits over 2 years
    - Conception of an e-Learning system in 10 languages with an integrated incentive program and 1,000+ users worldwide
    - Publication of 3 editions of a training book in 13 languages and sales arguments booklets for new products to accompany all sales trainings around the world
    - Leader of a cross-functional task force to develop a comprehensive visitor concept for OMEGA's new production facilities (to be implemented in 2016)
    - Member of a company-wide task force to create a coherent and uniform leadership culture within OMEGA
- **05/2009 – 07/2010**                      **International Training Coordinator**  
   **Sales International, OMEGA SA, Biel, Switzerland**  
  
Organization and realization of sales training seminars with international participants in Switzerland, realization of sales trainings worldwide
- **10/2008 – 04/2009**                      **Marketing Intern**  
   **OMEGA Watches Division of Swatch Group U.S., New York, NY, USA**  
  
Design and management of a CRM database, opening of the OMEGA Boutique on 5th Avenue in NYC

## HIGHER EDUCATION

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- **08/2012 – 08/2014**                      **MBA HSG**  
   **University of St. Gallen**  
  
Part-time Master of Business Administration  
MBA Project: "From Patent to Market: The Commercialization of a Med-Tech Innovation"  
MBA Study Mission: 1 week at Fundação Dom Cabral in Rio de Janeiro, Brazil, with classes and company visits
- **08/2012 – 05/2013**                      **PLD**  
   **ESADE, Barcelona and Madrid, Spain**  
  
Programme for Leadership Development  
PLD Thesis: "The Retail vs. Wholesale Trade-Off: How to Optimize the Distribution System of OMEGA"
- **10/2005 – 08/2008**                      **Bachelor of Science (BSc) in Psychology (insigni cum laude)**  
   **University of Bern (University of Zürich 2005 – 2006)**  
  
Minors: Business Administration and Social Anthropology

## EDUCATION

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- **08/2002 – 07/2003**                      **US High School Graduation with Honorary Diploma**  
**Plainwell High School, Plainwell MI, USA**  
Exchange year during High School, fully credited in Switzerland
- **08/2001 – 07/2005**                      **General Qualification for University Entrance (best of class)**  
**Collège Ste Croix Fribourg**  
Major: Spanish, Minor: Psychology & Education, Mathematics Level II (intensified)
- **08/1998 – 07/2001**                      **Progymnasium**  
**Secondary School Murten**
- **08/1992 – 07/1998**                      **Primary School Murten**

## PART-TIME JOBS

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- **08/2006 – 07/2008**                      **Substitute Teacher**  
**High Schools of Gurmels and Murten**
- **03/2007 – 03/2008**                      **Host**  
**International Motor Show Geneva**
- **07/2004 – 08/2005**                      **Production, Stock & Shipping**  
**DiaMed AG, Cressier**

## LANGUAGES

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- **German**                                      Native
- **English**                                      Almost native, proficiency level (C2)
- **French**                                        Almost native, proficiency level (C2)
- **Spanish**                                      Upper intermediate level (B2)  
Major, Collège Ste Croix, Fribourg  
Spanish for Business and Science: advanced level II, University of Bern
- **Italian**                                        Elementary level (A2)  
Interlangues, Biel

## IT-SKILLS

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- **MS-Office**                                      Very good, especially PowerPoint and Excel
- **FileMaker**                                      Very good
- **Knowledgeworker**                              Good
- **Saba**    Good
- **SAP**    Basic

## NON-WORK ACTIVITIES

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- **Sport**    Volleyball (2<sup>nd</sup> league championship), tennis (junior interclub), golf (licensed)
- **Music**    Guitar, singing, songwriting
- **Further Hobbies**                                      Art, literature, wine, news, financial markets (stocks & commodities)

## REFERENCES

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- **Available upon request**