



## Curriculum Vitae

### Executive Summary

In addition to my broad education, I have gained over the last 30 years extensive leadership qualifications, as well as international business economic experiences and in all fields of the gastronomy. I acquired furthermore and simultaneously the necessary know-how for business analyses and concept development. My core competences are to assess situations systematically from a broad range of perspectives and the necessary business, economic, culinary and psychological background. My Critical Success Factors (CSF) are to develop appropriate solutions by assimilating and uniting these core competences with the core opportunities in the relevant environment. Conclusively, my reality-based approach is the foundation for my lectures and my business problem solving coaching.

### Professional Career

**Bénédict Schule:** Lecturer and head of the departments Business and Economy for all educational levels. School representative at the state board for federal exam correction for business administration.  
since July 2008

**BHMS & RGU:** Lecturer in the B.A. program at the Robert Gordon University (RGU), where I instruct 'Innovation & Entrepreneurship' and 'Corporate Strategy'. Additionally, I am lecturing subjects in the field of F&B business economy, such as 'Culinary Business Analysis', 'Concept Development', 'Purchasing & Cost Control', 'F&B Management', 'Restaurant- and Menu Design' exclusively in English to international students at the Business and Hotel Management School (BHMS) in Lucerne.  
since Jan. 2007

**Getty Holding AG:** Management Level 1; responsible for the conceptual business development, system and organization at a very successful F&B company with two outlets in Lucerne and one in Basel.  
2007 – 2009  
*Results:* An in-depth hospitality business analysis allowed a concept development that is very well aligned with the regional market segments and their demands.

**Tavolago AG** F&B controlling & events, head administration, beverage, logistic and non-food departments, super user in IT, setup member for the ISO Certificate.  
2006 – 2007  
*Results:* I was a key element on the smooth transition of the subsidiary company "Tavolago" into their new holding company "Schiffahrtsgesellschaft des Vierwaldstättersees" (SGV). This ins particular in the fields of operation, count and controlling of sales, super user in the integration of IT, 'WordPlus' and setup member and key person in building the management system for ISO 9001 and 14001 Certificate.

**SGL AG, Luzern** Head of the departments Controlling, Administration and IT-Communication at the catering and seasonal restaurant company on all ships on Lake Lucerne, (SGL AG), with 18 profit centers, about 200 seasonal employees and a yearly revenue of over Swiss Fr. 10 Mio..  
1998 – 2005

*Results:* During my activities for 8 years, I achieved significant changes and increase in revenue in the company and became an important member of the head management. After the company was sold in 2005, I became an essential part during the smooth integration into the new company "Tavolago".

**Kollermühle, Zug** 1997  
As the Director of the company complex, I analyzed the restaurant (250 seats), the disco/dancing (1,500 seats), and the dancing with live music (350 seats).

*Results:* Conclusively to my analysis, I developed a concept for the first 24 hour entertainment complex in Switzerland. With its implementation, I achieved a continuous increase in revenue.

**Return from the USA** 1995 – 1996  
After my return from the US, I was working for a short period of time at the restaurant "Zum Rathaus" in the capital of Switzerland, Berne, and in the Bernese Mountains. Parallel to it, I analyze several companies in the business field of restaurants and bars in the area of Berne.

**Ticino, New York** 1992 – 1995  
Founder and president of the corporation. As the Director of this live jazz bar and upper-class dining restaurant "Ticino" in Manhattan, I developed the company strategies and the concept according to my analysis. Furthermore, I managed the construction of the interior according to my blueprints, which I designed under consideration of the operational work-flow in the kitchen, the dining room and the bar.

*Results:* From the day of the grand opening on, the restaurant and the bar were very successful. Several food reviewers and other magazine articles, like New York Magazine, rated and supported strongly my concept and the way I put my ideas in action.

**Rainbow Room\*, Palio\*, La Reserve\*, Sea Grill\*, Heartland, American Festival Café,**

(\* Internationally famous and exclusive restaurants and/or bars in Manhattan, New York.)

1982 – 1992

During this period of time, I was working at several companies in the functions of Director, Maître d', Banquet Manager, Bar Manager, Bar-tender, Captain and Front Waiter in Manhattan and Charlotte, N.C.

*Results:* Extensive experience in all fields of the demanding classic restaurant, caterings and events business. This included close teamwork with well-known kitchen chefs, and restaurant owners, as well as the vivid contacts with a very demanding clientele.

## Parallel to that Consulting and Coaching

**Various companies** 1990 – today  
Business analysis, development of new corporate strategies, consulting and coaching during their implementation at several complex restaurant and bar businesses in an international and local environment.

**Alfa Soleil, Kandersteg:** I conduct as the project manager of a team of 24 international students a business analysis and developed new strategies for the Hotel Alfa Soleil.  
1999

**Motivation analysis** 1999  
Translated the empiric study "Job diagnostic Survey" (JDS) from J.R. Hackman, Yale University, into German. Afterward, I made the survey in various F&B businesses and analyzed the data. The results of my research confirmed the motivation theory from Federick Hertzberg also in F&B Field.

**Heartland, New York** 1990  
I analyzed this Italian dining restaurant and dancing in the heart of Manhattan in the function of Director I propose a new concept to the board, implemented it and was able to turn it into a very successful restaurant.

## Languages

German

native language

English

second native language, 15 years living in the US, degree from UNCC

French

verbally and in reading

## **Education and Membership**

SGK, 2018	Member of Society for Economic Research by the KOF, ETH Zurich.
SVEB, 2007	Swiss Federal certificate for teaching adult people (Andragogic).
MBA, BBA, dipl. oec. 1999	Master and Bachelor of Business Administration, GSBA & SUNY; Thesis: "Die Änderungskündigung" under Prof. Manfred Rehbinder. Student coordinator during the Tutorium for a business analysis and the definition of corporate strategies up to the final exams.
Wirtepatent, 1996	"Staatlich anerkannter Bernischer Fähigkeitsausweis für Gastwirte".
BA Psy, UNCC, 1985	Bachelor of Arts in Psychology; Thesis: "Schizophrenic Behavior in the Society" at the University of North Carolina at Charlotte; Minor: business and sociology.
ELS, 1982	Englisch Language Center in Charlotte, North Carolina; final degree: English Proficiency; additionally TOEFEL- and Michigan Test.
Roche, 1979	Equivalent Swiss degree to MS in Chemistry on synthetic pharmaceutical research at F. Hoffmann - La Roche in Basel.

## **Personal Data**

Born on December 19, 1959; Citizen of Lucerne, Switzerland; first lieutenant, catastrophe troops.

## **Other Interests**

Macro- & Micro Economy, Business Analysis & Concept Development, Motivation Theories, Cognitive MbO Behaviorism, Cultural Philosophies.