

Curriculum Vitae

Dr. Sandro C. Principe



Summary

Experienced Business leader and Entrepreneur with broad international experience in strategic and operational management in Professional Service, ICT and Startup companies:

- 15+ years of experience in consulting and implementing large and complex projects as well as in developing, managing, and leading successful internet and professional service companies.
- 12+ years of board experience in driving business transformation and digital transformation, digitalization of businesses and services acknowledging cultural, technological and market change.
- Track record in management functions with a “go-to-market” and “customer centricity” focus, i.e. innovation, demand generation, business development, sales, key account management.
- Entrepreneurial spirit, founder, owner and CEO of digital marketplaces in several countries over the last 15 years. Advisor and jury member of the largest startup accelerator program in Switzerland.
- 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.

Personal Details

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

Marital status: Partnership, 3 children

Employment History

01.2018 – today

Wincasa AG, Zürich

(2021: CHF 1.27 bn revenues, 70 bn AuM, 950 employees)

Member of the Executive Board, Chief Digital Transformation Officer:

- Established and managed a dedicated business unit “Transformation” to run and change business (P&L, approx. 50 employees).
- Developed and led the digital transformation process towards customer centricity (50 Mio CHF invest for capabilities, platforms, digitalization, automation, data insights).
- Implemented digital platforms and core business processes (e.g. from tenant application to signed contract in seconds).
- Acquired, managed and developed the digital Real Estate Business Platform, **streamnow AG** (3 Mio CHF revenues, 5 Mio CHF Efficiencies for Wincasa AG in 2021).
- Developed the New Business team and increased the new business acquisition by more than 10% to 18 Mio, 70 bn AuM, featured 4 digital products with currently CHF 0.2 Mio revenues, with increasing trend.
- Transformed IT and Technology operations, among others implemented agile working and cloud first strategy.

08.2015 – 12.2017

Swisscom (Schweiz) AG, Enterprise Customers, Zürich

(2016: CHF 2.5 bn 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.
- Developed the global ICT sourcing business according to business plan (5 Mio revenues, 50 Mio TCV).

- **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.
- Introduced digital and automated marketing, CRM.

05.2008 – 05.2015

SPS (Swiss Post Solutions AG), Zurich

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

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

(2014: 10 direct, 100 indirect reports)

- Managed the transformation program from a divisional (40 legal units) to a country-based structure (16 countries).
- Implemented the global “go-to-market” strategy, sharpened positioning, value proposition and solution portfolio.
- Managed and integrated selected acquired companies (e.g. Client Vela Consulting, € 10 million turnover).
- Led and developed selected global strategic clients (5) and multi-country sales opportunities (€ 100 million TCV).
- Implemented the global marketing and sales strategy, structures, processes, methods, control mechanisms.
- Developed the innovation process; market ready innovations include digital Swiss Post Box.

06.2007 – today

Lemonfrog AG, Zurich

(2021: CHF 5 million revenue, 15 employees)

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

- Development of 12 digital marketplaces in CH, GER, SP, AT with more than 1 Mio user (eg. www.tutor24.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, CEO:

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

03.1995 – 07.2003 Accenture, Paris and Zurich

Senior Consultant, Manager, Senior Manager:

- Developed a new customer segment (med-sized insurance companies), 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.

Education and Professional Development

Ongoing	Various industry/competency training courses, e.g. IMD
08.2020	Leading SAFe 5.0 – Lean Agile Management with SAFe
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

- Advisor and Jury Member for Swiss Ventures (venturekick.ch)
- Member of professional and educational associations, e.g. Advisory Board ZHAW
- 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 national team member)