

# Ennio Limbach

Swiss, born December 3rd, 1991

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- Master in **Business Innovation** candidate at HSG
- **Marketing Director** at Zippsafe AG
- **Design Thinking** consulting project for Plansee Group
- Won **CHF 130k** at **Venture Kick** in 2016 with Zippsafe
- Awarded **Start-up of the month** at startup@uzh with UTIL
- Converted **15 customers** within a year with edesigns.
- Awarded as **Top Talent Employee** by Orange

## Education

## Experience

### date

**09/2017 - date**     **University of St.Gallen (HSG)**, St.Gallen, Switzerland  
 Master of Arts in Business Innovation (M.A. HSG)

**Credit Suisse (Schweiz) AG**, Zürich          **07/2018- 09/2018**  
 Internship in Relationship Management,  
 Corporate & Investment Banking, Swiss Universal Bank

Design Thinking: Innovation consulting project for Plansee Group (Grade 5.50/6.00)  
 Current GPA: 5.06/6.00

### 2018

During 12 weeks I gained valuable insights into the financial consulting of corporate clients in Switzerland.


**09/2012 - 09/2016**     **University of Zurich (UZH)**, Zurich, Switzerland  
 Bachelor of Arts in Banking and Finance (B.A. UZH)

**Plansee Group**, Reutte, Austria          **09/2017- 06/2018**  
 External Consultant

Bachelors thesis: Factor based long/short portfolio optimization with Black Litterman Approach (Grade 5.25/6.00), GPA: 4.6/6.00

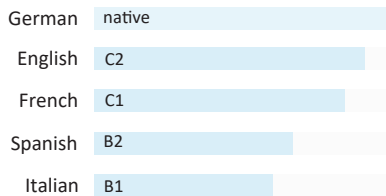
Design Thinking advisory project in collaboration with the University of St.Gallen (HSG) and the global SUGAR network for design innovation.

### 2017


**Zippsafe AG**, Glattbrugg, Switzerland          **01/2017- 05/2018**  
 Marketing Director

As Marketing Director I held the ultimate responsibility for the organisations marketing activities and oversaw the development and delivery of a fully integrated marketing strategy.

## Language



### 2016

**Zippsafe AG**, Glattbrugg, Switzerland          **08/2016- 12/2016**  
 Marketing & Sales Manager

- Completed segment analysis for a new product with the marketing team
- Created and implemented a data-driven business model for a target segment
- Early stage business development activities by researching and developing marketing opportunities and plans

## Competencies



### 2015

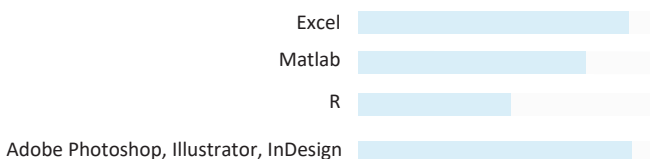
**edesigns**, Zurich, Switzerland          **2015 - date**  
 Founder and Managing Partner

One part consultancy, one part agency. Both parts focused on recognizing digital potentials for our customers realizing in innovative solutions. Founded in 2015, edesigns has advised more than 20 clients in the field of web & digital identity development and digital business development.

**UTIL**, Zurich, Switzerland          **2015 - date**  
 CO-Founder

Util is producing high quality and innovative clothing & accessoires. Ecological and social sustainability is a priority and is directly integrated in our production process.

## Software



### 2014

**Apple Inc.**, Zurich, Switzerland          **10/2014 - 06/2017**  
 Specialist (25%)

Product, service and software consulting with focus on business clients for banking and insurance verticals (B2B).

### 2010

**07/2006 - 07/2010**     **Gymnasium Kőniz-Lerbermatt**, Bern, Switzerland  
 Matura, major subject Spanish

**Orange communications SA**, Biel          **02/2011 - 07/2013**  
 Retention Specialist (100%)

- Resolving technical issues on the second Level
- Customer care & retention activities in the B2C & B2B segment
- Awarded as top talent of the year

GPA: 4.78

## Extracurricular Activities

**Akademischer Tennisclub Zürich**, Zurich, Switzerland  
 Auditor

**2015-date**

Audit of the annual financial statement.

**SKIP (Supporting Kids in Peru)**, Lima, Peru  
 Charitizer

**2014-date**

For every sold product at UTIL we donate 1\$ to SKIP for financing one day of education for a kid in Lima.

## Achievements

**Venture Kick Winner 2016**, Zurich, Switzerland

**2016**

With Zippsafe we won CHF 130k at the final of Switzerland's biggest start-up competition.

**Top Talent Employee of 2012**  
 Orange Communications, Biel, Switzerland

**2012**

For exceeding KPI's in the field of retention activities, i was awarded as one of the top talent employees among the group.

## Interests

### Arts

Art and its context is a source of inspiration for me.

### Marketing

Creating an intangible world behind a product or service that creates emotions fascinates me.

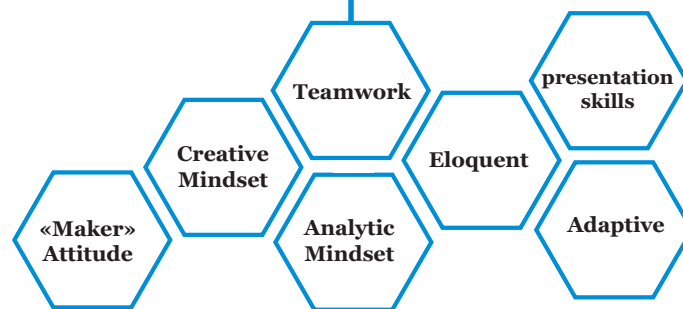
### Technology

I keep my knowledge at state of art when it comes to technology.

### Design

Design has always fascinated me, both functionally and aesthetically.

## Strengths



## Sports & Hobbies

