


Contact Details

Name, First	Hold, Matthias	
Title	M.A. & Liz. Phil. Hist.	
Address	Wolfsackerstrasse 4a 5600 Lenzburg, Switzerland	
Nationality; Birth	Swiss; August 19, 1964	
Public Profiles	http://www.mrhold.ch http://www.linkedin.com/pub/matthias-r-hold/7/893/110 https://www.xing.com/profile/MatthiasR_Hold	

Summary

Experience	eBusiness and eCommerce; Program and Project Management in Marketing and Communications; Internet and Intranet Channel ownership; Print and Online; Marketing Research; Consulting and Coaching; Training and Support, eMedia and Events; Teamleader and Strategic Partner.
Industries	<ul style="list-style-type: none"> Healthcare and MedTech (Stratec, Synthes, JnJ, Straumann) management and organization consulting (diverse) B2B, B2C (FMCG) public sector (Swiss states and federal) education and training (Federal and State administration and schools)
Span of Control	<ul style="list-style-type: none"> direct and indirect reports, virtual teams projects up to 3 Mio \$ (without salaries) global projects and activities with internal and external stakeholders
Deliverables	<ul style="list-style-type: none"> projects (planning, execution, coaching, closing, emergencies, audits etc.) product and service management for global initiatives design, roll-out and operation of digital platforms customer binding and retention of key-accounts consulting and support for partners and customers worldwide
Strengths	360° view on needs, strategies and services in marketing and customer-facing activities. Decisive and strong in delivering results with explicit focus on service and support; strong leadership.
Languages	German and Swiss German, English, French and Italian
Training, Education	<ul style="list-style-type: none"> university degrees in linguistics, political sciences, communications online marketing, general management, project management



Professional Milestones

2015 – 2016	Institut Straumann AG	Contract Project Manager: Global Product Catalog
since 2013	Z punkt GmbH	Freelance Project Management
since 2013	mrHOLD	Owner: Project Management and Consulting
2012 – 2013	DePuySynthes J&J	Project Lead Value Add Services
2010 – 2012	Synthes Inc.	Senior Group Manager e-Commerce
2009 – 2010	Synthes Inc.	Senior Group Manager Value Added Solutions
2003 – 2009	Synthes Inc.	Senior Group Manager e-Services
2001 – 2003	Stratec Medical	Project Manager and Group Manager Media
1999 – 2001	LINK Institute	Sen. Proj. Manager Qualitative Marketing Research
1999	Swiss Fed Statistical Office	Scientific Employee, PISA
1997	Innovatio Media AG	Media-Analyst
1996 – 1999	Erziehungsdirektion Bern	Project-Manager at Amt für Bildungsforschung
1994 – 1995	12 months abroad	University studies in Chicago, IL, USA
1988 – 1994	Bénédict Schools Bern	Teacher Continuing Education

Training and University Degrees

2015	Digicomp Academy AG	Prince2 Projectmanagement Practitioner/Foundation
2010	HSG, St. Gallen	Essentials of Management, CAS in Gen Management
2005 – 2007	HSW, Luzern, Switzerland	MAS Business Communication
2006	Synthes internal	"Managing Managers" Leadership Training
2003	FHBB, Basel, Switzerland	CAS e-Commerce and Online Marketing
2003	Siftung BWI, Switzerland	Project-management certificate
1999	University of Berne, Switzerland	M.A. Germanic and English Linguistics, Political Sciences
1998	UIC, University of Illinois at Chicago, USA	Master of Art in Applied Linguistics; TESOL

References

Diverse	Upon request +41 76 316 6601
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Qualifications

<p>13 years in <u>Med-Tech Healthcare</u></p>	<ul style="list-style-type: none"> - <u>Strategy and Operations</u> - Media, eCommerce, Value Added Services to hospitals, affiliates and distributors - Intranet, Internet and Webservices - e-Requisition platforms to nurses, surgeons and sales - Preoperative Planning Software for Trauma surgeons in EMEA - Product Catalog for 4 divisions in print and digital of 50'000 items in 5 languages - Vendor Managed Inventory platform as online and offline tool to hospitals - Audio- and Video services for events - develop and manage corporate internet and intranet EMEA, Lat, APAC - validation of applications and processes according to regulatory requirements <p><u>Marketing and Distribution</u></p> <ul style="list-style-type: none"> - customer facing solutions for clinicians and nurses worldwide - product catalogs, structured data publication in web and print - presentations, manuals, FAQ, flyers to sales and nurses for e-Platforms - produce and publish internet, intranet and mobile channel marketing material - enable sales force to roll-out eCommerce (train the trainers) - local training-sessions in hospitals, affiliates and distributors - remote training for local Champions e-Health and Value Add Services - establish support organization for first and second level with hospitals and sales <p><u>Benefits to Customers and Organization</u></p> <ul style="list-style-type: none"> - enable customer binding and retention for sales organization - free nurses and material managers in clinics from manual tasks - improve quality of data and processes through digitization and integration - enable intercompany, global projects and teams for conjoint activities - integrate activities of Marketing, Sales, IT, Legal, Regulatory, Logistics, Finance - provide analytics, reports and business cases for qualified decision making - decrease operating costs of services through vendor management and budgeting - reduce complexity of operative activities by integrating services - deliver strategic and operative base for scalable digital services to clinics <p><u>Tools and Technologies</u></p> <ul style="list-style-type: none"> - Program and project management with local and remote teams and vendors - CMS, PIM, DAM, MAM, SAP BI, Analytics, MS-Office, Acrobat, Webex - BizTalk, Crystal, XML, csv, .net, web services, php, HTML, PACS, Sharepoint - team development, project assessments, service levels, trainings
<p>2 years in <u>Consulting</u></p>	<ul style="list-style-type: none"> - analyze, advise and coach organizational structure in teams and organizations - provide basis for the organizations to adapt to and manage change projects - workshops, interviews, risk-analysis, coaching, trainings, Social Media
<p>2 years in <u>Market Research</u></p>	<ul style="list-style-type: none"> - conduct B2B and B2C qualitative studies via focus groups and interviews - provide insight to customers into their service and product offering and reception
<p>5 years in <u>Education</u></p>	<ul style="list-style-type: none"> - languages German and English - business communication