

# HANS R. MEIER

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Date of Birth: 21.11.1977  
Nationality: Swiss  
Civil Status: Single

## **EDUCATION**

### **NORTHEASTERN UNIVERSITY**

*Bachelor of Science in Business Administration*  
Concentration in Marketing; QPA: 3.369 *cum laude*

Boston, USA  
June 2002

### **COLEGIO ALEMAN ALEXANDER VON HUMBOLDT**

Abitur (German High School Diploma)  
Activities: Venezuelan Mountaineering Club, Swimming

Caracas, Venezuela  
July 1997

## **EXPERIENCE**

### **SWATCH AG**

Senior Project Leader – Advertising International

Biel, Switzerland  
**November 2004 – Present**

Area of responsibility: Advertising for Brand & Special Projects

- Supervise and monitor the handling and implementation of worldwide advertising projects (audio/video/print), communication tools (push/pull) for each collection launch.
- Assess company's communication needs, priorities, and specific objectives jointly with Marketing Management and Markets
- Oversee the conception, development and production of advertising material for press, outdoor, catalogues, Internet and TV to seamlessly fit 360° campaign
- Coordinate all design development and material production with internal and external resources
- Oversee and control the budget for all own projects
- Support all markets worldwide with communication materials according to their needs

### **SWATCH AG**

Project Leader – Internet Business Development

Biel, Switzerland  
**November 2002 – November 2004**

*Swatch.com and flikflak.com*

- Oversee the conception, development and production of collections, special watches, The Club, Internet Time, local news, auctions and general updates on swatch.com
  - Gather all required information from the other marketing teams (PR, advertising, etc)
  - Coordinate all design development and production issues with the internal and external supplier
  - Oversee and control the budget for all own projects
  - Support online marketing activities of swatch.com and analyse site statistics
  - Assist e-commerce manager in daily tasks
- Swatchnet.com*
- Main person responsible for overseeing the company's extranet site. Responsible for insuring that all relevant content is put onto Swatchnet in coordination with the projects from swatch.com

### **GE Lighting**

Consumer Marketing Trainee

Cleveland, USA  
June – December 2001: **6 months**

- Assisted managers in all facets of Consumer Marketing Organization, including Merchandising, Promotions, Market Research and Brand Image
- Created on-line product training guide for Wal\*Mart's lighting department managers
- Established "Big Brother Report" to keep track of budgets, PO numbers, billings status, and timetables
- Coordinated two- in-store promotional events for Lowe's Home Center
- Organized critical pieces in sampling event for GE Reveal at Hallmark Skating Championship in Washington DC.

**HOLCIM / CEMENTOS CARIBE**

Caracas, Venezuela

**Planning Assistant**

June - December 2000: **6 months**

- Projected income, production costs and earnings for 2000-2004 period, based on company's statistics and macroeconomic indicators
- Implemented and maintained Monthly Business Results presented to the CEO
- Developed "Market Maps" based on SAP sales statistics
- Researched e-commerce initiatives in place in Venezuela
- Assisted in the development of "Holderbank" Project Methodology workshops

**HOLDERBANK / CEMENTOS CARIBE**

Caracas, Venezuela

**Marketing Assistant**

June - December 1999: **6 months**

- Analyzed monthly data including volume, sales and price by geographic area and distribution channel
- Answered customers' inquiries and provided information
- Participated with manager in realization of Transaction Price Management project and running tests on e-Business service

**SPECIAL SKILLS/INTEREST**

**Computers:** Windows, Mac, Microsoft Office, Internet Applications, HTML, Microsoft Project, Photoshop, Illustrator, Dreamweaver MX and Fireworks MX

**Languages:** Fluent English, German, Spanish, good knowledge of French and Italian, Japanese Beginner level

**Interests:** scuba diving, mountain-biking, skiing, squash, music and photography

**REFERENCES WILL BE FURNISHED UPON REQUEST**