

# Andreas Dobler

Swiss and Lithuanian, born on the 30th of March 1994

Scan me



A tech industry professional with a Master's degree in Business Innovation and expertise in consulting, B2B sales, project management, and design thinking. Committed to customer-centricity and adept at distinguishing assumptions from facts. Skilled in uniting diverse teams to achieve common goals and fostering an environment for unleashing potential. Known for data-driven innovation and analytical problem-solving. Seeking to advance their career in a strategic tech role.

## ► Professional Experience



**iundf MT**, Zürich, Switzerland

**March 2023 – October 2023**

iundf Marketing Technology specializes in technology-driven marketing performance management consulting. The firm offers various services: marketing automation, customer and data management platforms, demand generation, inbound marketing, performance analytics, lead nurturing, loyalty marketing, account-based marketing, real-time personalization, testing, content marketing and digital asset management.

**Sales & Partner Manager**, Full-time

Joined as an inaugural sales member among 25 employees, playing a pivotal role in driving revenue growth. Responsibilities included formulating sales strategies, identifying key business opportunities and nurturing client relationships—aligning market offerings with market demands and providing insights to share the company's technological advancements.

- **Spearheaded sales department:** Collaborated closely with the CEO to secure new clients and close deals, contributing to business growth.
- **Initiated a transformative change:** Recognized the need for increased agility and a shift away from working in silos, ultimately enhancing iundf MT's strategic positioning in the market.
- **Demonstrated courage and leadership:** Advocated for a shift toward an agile organizational mindset, emphasizing competence over hierarchy and seniority, thus fostering a culture of teamwork and efficiency.
- **Overcame initial challenges:** Successfully navigated a high-risk, high-reward situation with no existing processes or materials, establishing sales processes and breaking through hierarchical thinking within the team.
- **Expanded expertise in MarTech:** Strengthening the understanding of the strategic interplay between sales and marketing while concurrently managing partner relationships, demonstrating personal growth through conflict resolution and multi-faceted responsibilities.



**Netlight Consulting AG**, Zürich, Switzerland

**June 2021 – February 2023**

Netlight is an IT service management company providing a full range of consultancy services from software engineering and data to UX and tech management.

**Engagement Manager**, Full-time

Responsible for the management of sales, account relationships, and project execution. Identified business development opportunities, cultivated client relationships, and nurtured long-term satisfaction. Oversaw project delivery, coordinating resources and budgets to ensure the successful execution of services.

- **Rapid office growth:** Orchestrated expansion of the Zurich office, increasing the team size from 20 to 60 employees within two years. Maintained high consultant utilization rates throughout this period.
- **Key client acquisition:** Successfully secured Coop as a major client, overseeing the development of a specialized solution encompassing GCP advisory, DevOps, and IT architecture. Today, Coop stands as one of Netlight Zurich's premier clients.
- **Salesforce implementation:** Led a six-person team directing Netlight's Salesforce implementation, ensuring customization to meet the organization's specific needs. Achieved this through in-depth user research and an iterative development process.
- **Tech literacy transformation:** Demonstrated commitment to tech literacy improvement while at Netlight. Stepped into client-facing calls discussing various complex tech topics like DevOps, IT Architecture, and Strategic GCP Advisory. Invested personal time to thoroughly prepare, gradually connecting the dots across diverse disciplines and eventually becoming a successful tech consultant.



**SAP (Switzerland) AG**, the Circle Zürich, Switzerland

**August 2017 – May 2021**

SAP is a German multinational software company that develops enterprise software to manage business operations and customer relations. The company is the world's leading enterprise resource planning ERP software vendor. SAP is the largest non-American software company by revenue and also sells database software, cloud-engineered systems, and other ERP software products.

**Account Executive in Training** (Master's Degree Candidate), 70% schedule

Responsible for client relationship management, sales, and post-sales support. Identify client needs, recommend solutions, and meet revenue targets through collaboration with internal teams. Drive business growth and maintain client satisfaction through tailored technology solutions.

- **Global account growth (UBS and Credit Suisse):** Achieved remarkable growth in global accounts, significantly increasing revenue as a Global Account Executive during master's studies at HSG.
- **Strategic market entry and deal closure (UBS Cardcenter):** Successfully designed market entry strategies, leading to market penetration and closure of lucrative deals, contributing to substantial business expansion.
- **Digital transformation leadership:** Played an essential role in client workshops and shaping digital transformation initiatives, enhancing client competitiveness and relationships.
- **Collaborative success at SAP:** Overcame teamwork and social dynamics challenges, ultimately earning trust and taking responsibility for the UBS Cardcenter account.

## ► Education



**University of St. Gallen**, St. Gallen, Switzerland

**January 2019 – December 2022**

**Master of Arts in Business Innovation**, GPA of 5.23



**University of St. Gallen**, St. Gallen, Switzerland

**September 2014 – July 2018**

**Bachelor of Arts in Business Administration**, GPA of 4.63

## ► Skills

B2B Sales / Scrum / SAFe / Requirements Engineering / Account Management / Project Management / Design Thinking / Salesforce / Hubspot / Data Analytics / Tableau / Power BI / Business Development / R Python / Business Strategy / Innovation / Stakeholder Management / Customer Relations / SAP

## ► Professional Development



**Design Thinking Consultant** 2020

SUGAR Global Innovation Course



**Certified Entry-Level Python Programmer** 2023

Python Institute



**Certified Scrum Master (PSM I)** 2023

Scrum.org



**Certified Scrum Product Owner (PSPO I)** 2023

Scrum.org



**Requirements Engineering IREB-CPRE** 2024

SAQ Swiss Association for Quality

## ► Projects



**Bel-Vie Classic Boat Club**, Zürich, Switzerland

**April 2019 – September 2020**

Startup

## ► Languages



German



Mother tongue



English



Cambridge C2 Proficiency



French



Advanced (DELF A1)



Lithuanian



Basic



Russian



Basic (HSG A1)

## ► References

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## ► Interests



Diving  
(PADI Rescue Diver)



Sailing