

Christina Steiner

Customer-centric Business Developer &
Marketing Strategist



Education



09/17 – 08/18
University St. Gallen
MBA

10/05 – 09/09
Lucerne University
BBA, major Marcom

Language Skills



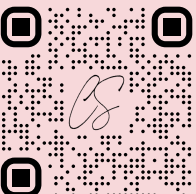
German ★★★★★
English ★★★★★
French ★★☆☆☆
Spanish ★☆☆☆☆
Hungarian ★☆☆☆☆

Personal Data



DOB 16.08.84
Origin Swiss
Civil Stat Single

Website



<https://christina-steiner.ch/>

Profile

I have a proven track record of putting the customer first and empowering teams to achieve outstanding results. I am passionate about creating cutting-edge solutions and building rock-solid partnerships that deliver long-lasting value. Whether it's crafting effective acquisition strategies or streamlining processes to boost efficiency, I thrive on driving action and getting results. I am always looking for new ways to collaborate with others and work towards common goals, so let's team up and make an impact together!

Competences

- **Analytical.** Analyzing complex data to drive effective strategic plans
- **Action-oriented.** Bringing strategies and plans into action
- **Persuasive.** Acquiring and developing customers through effective negotiation
- **Adaptable.** Leading teams to grow through change and ambiguity
- **Innovative.** Developing successful business offerings, tools and marketing plans
- **Goal-oriented.** Managing budgets and setting goals
- **Cross-functional leader.** Steering teams, fostering collaboration & high performance

Recent Achievements

- Developed & implemented acquisition strategy, resulting in a 20% conv. growth
- Implemented a new CRM system improving transparency and effectiveness
- Reorganized sales department responsibilities, introduced new sales schemes and processes resulting in 2-digit growth by shifting sales approach from reactive to proactive as well as product-focus to customer focus
- Optimized shelf profitability and brand positioning at the POS, resulting in double-digit sales growth across top accounts
- Guided and coached sales teams during pandemic to achieve record-breaking holiday sales despite remote work and reduced hours

Brief Career Overview

- 07/19 – 11/22 **Head of Sales Switzerland & Customer Services EU**
Farfalla Essentials AG, Uster
- 06/18 – 12/18 **MBA Corporate Project in Sustainability MKT & Comm.**
Barry Callebaut AG, Zürich
- 06/16 – 08/17 **Loyalty Marketing Manager**
BonusCard.ch AG, Zürich
- 10/15 – 05/16 **Interim Manager**
Premium Swiss Chocolate GmbH, Zürich
- 11/10 – 06/15 **Business Development Manager Asia & Product Manager CH**
EF Education First Hong Kong, Taiwan & Zürich

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Work Experience

07/19 –
11/22

Head of Sales Switzerland & Customer Services EU

Farfalla Essentials AG, Uster

- Orchestrated CH sales operations and EU customer services, reported to CEO and part of Management Team, overseeing 17 employees, recruiting staff, managing a CHF 10M budget, achieving annual sales goals & double-digit growth by implementing new systems, reorganizing teams, tasks and shifting to proactive sales
- Guided & coached 8 direct reports across 4 teams (KAM, CS, field services), creating more efficiency by optimizing processes, transparency, teamwork and setting KPIs
- Secured and cultivated retail key accounts by optimizing shelf profitability and brand positioning, resulting in the most successful year during the pandemic
- Launched 15 products lines, developed, implemented new acquisition strategies, collaborating with marketing, resulting in 20% conversion growth and 4 new KA

06/18 –
12/18

Sustainability Marketing & Communications, MBA Corporate Project

Barry Callebaut AG, Zürich

- Led project, creating a global sustainability e-learning program for 12K empl.
- Developed a global sustainability sales toolkit to expand the existing customer base
- Coordinated with agencies, ensuring seamless content and branding alignment

06/16 –
08/17

Loyalty Marketing Manager

BonusCard.ch AG, Zürich

- Instituted a pioneering loyalty program, securing the first 3 retail clients
- Conducted astute market analysis, conceiving 5 innovative loyalty concepts
- Supported projects with budgets ranging from CHF 250K to 1.5M

10/15 –
05/16

Interim Marketing and Sales Manager

Premium Swiss Chocolate GmbH, Zürich

- Provided strategic and marketing guidance, rebuilding 30 B2B relationships

09/13 –
06/15

Business Development Manager Asia

EF Education First Ltd. Hong Kong & Taiwan

- Managed 4 markets, controlling a 6M budget, leading 13 staff, driving 2-digit growth
- Crafted & executed marketing & budget plans for the "glocal" growth strategy
- Cultivated cross-market best practice sharing, culminating in enhanced profitability

11/10 –
08/13

Product Manager Switzerland

EF Education First AG, Zurich

- Headed a sales trio, managing a CHF 3M budget, achieving 30% growth in 3 years
- Streamlined operational processes & action plans, catalyzing 2-digit annual growth
- Capitalized on emerging market opportunities, doubling sales in French-speaking CH

04/10 –
08/10

Trainee Area Sales Manager

Aldi Suisse AG, Central Switzerland & Austria

- Supported management of 3 branches, attaining sales and revision targets

12/06 –
07/07

Marketing Assistant, part-time during studies

AstraZeneca AG, Zug

- Adminstrated customer engagement and product launch projects
- Organized successful external conference and internal employee event

08/03 –
02/05

Country Administrator in Logistics

Siemens Schweiz AG, Zug

- Coordinated customer orders, reducing complaints & wrong delivery rates by 5%
- Generated and analyzed e-commerce reports