

# Curriculum Vitae Alexander Jungmeister

## Personal Details

Name: Alexander Jungmeister  
 Date of birth: January 1<sup>st</sup>, 1959  
 Citizenships: German and Swiss  
 Civil status: Married, 1 child  
 Academic title: Ph.D., Professor (UAS)



## Education

2009 EFER Entrepreneurship Program, Harvard & Stanford University  
 2007 - 2008 Certificate in Business Law (CAS), University of St. Gallen, St.Gallen  
 2004 Certificate in University Didactics, Berne, University of Berne  
 2000 – 2001 Certified Financial Planner (CFP, Master), SFPO, Berne  
 2000 Certificate EFQM Assessor, SAQ, Olten  
 1992 Certificate in Bank Organization (SGO), Zurich  
 1992 Postdoc program in Computer Science at the University of Maryland, College Park, USA  
 1986 - 1989 Ph.D. in Media Science, University of Zurich, Zurich  
 1979 - 1984 Lic. phil.I (Master) in Media Science, University of Zurich, Zurich

## Professional Experience

2013 - **Chairman of Kreisquadrat gmbh**, Lucerne, Switzerland.  
 2011 - **Professor (UAS), CEO, University of Lucerne**, Business Law Institute, Lucerne, Switzerland.  
 2004 - **Adjunct Professor, Faculty of Commerce, Charles Sturt University**, Australia. Doctoral thesis supervision for Switzerland. Research focus: International Strategy, Strategic Entrepreneurship  
 2000 - **Chairman of aht intermediation gmbh**, Freienbach SZ, Switzerland.  
 2007 - 2011 **Executive Vice Director, University of St. Gallen**, Executive School, St. Gallen, Switzerland. Head Competence Center Entrepreneurial Management, Head Business Development, Marketing and IT  
 2001 - 2006 **Professor, Berne University of Applied Sciences (BUAS)**, Berne, Switzerland. Head Postgraduate Studies - BBA/ MBA/ DBA Programs. Responsible for the international programs of BUAS and consulting projects. Research focus: Internat. Strategy, Performance Management.

- 1999 - 2001 **CEO, Partner, member of the board; ibe institute of business excellence**, Zurich, Switzerland. Responsible for private banking/ wealth management consulting profit centers in Zurich and London as well as for corporate marketing and strategy.
- 1995 - 1999 **Senior vice president, IMG AG**, St.Gallen; Switzerland (Spin Off consulting company of the University of St. Gall). Responsible for management consulting, head banking division/ practice group manager private banking (for profit centers Frankfurt/D, Zurich/CH, and St. Gallen/ CH). Responsible for marketing of practice group banking. Lecturer at University of St. Gall in Business Engineering.
- 1994 - 1995 **Principal, Unisys (Switzerland) AG**; Thalwil, Switzerland, responsible for Unisys banking consulting practice (incl. division marketing).
- 1989 - 1994 **Senior Manager, UBS**, Zurich, Switzerland, BU organization and management support as well as BU client-/server development for new banking applications. Assistant professor at University of Maryland in Computer Science for a research project sponsored by UBS in 1992.
- 1987 - 1989 **CEO, DPS Desktop Publishing AG**, Baden, Switzerland. Responsible for establishing of services and general business tasks: budgets/ financials, acquisitions, marketing, technical support organization, recruitment /personnel, operations monitoring. (Founder of own startup business).
- 1986 - 1987 **Head Marketing, Consultant. ISB Management Consulting AG**, Zurich, Switzerland.
- 1985 - 1986 **Project Manager, IPSO**, Institute for social sciences, Zurich, Switzerland (now IHA/GfM market research). Responsible for various large scale consumer studies (banks, public authorities, retail businesses) and Swiss National Fund research projects.

## Industry Projects (excerpt)

### **Swiss Federal Banking Commission (today: FINMA)**

Strategy development, process redesign for division of bank licenses and fund licenses. Definition of IT strategy and user requirements incl. design of risk management and report systems. System evaluations.

### **Swiss Federal Department of Foreign Affairs (EDA)**

Strategy assessment, process definitions and set up of a controlling system for HR and education

### **Swiss Federal Office for the Environment (BAFU)**

Process redesign and implementation of an administration system ("Geschäftskontrollsystem").

### **International Private Bank**

Product and service concept, design of product innovation new VVA, business case, redesign of back office logistics and processes for financial planners, relationship managers and portfolio managers.

## Industry Projects (continued)

### **International Private Bank**

Concept and set up of a financial planning/wealth management unit, definition of services, processes, business case. Set up/implementation of new operations.

### **Large Swiss Bank**

Strategy development for internationalization of corporate client business, business case, implementation of new branches in Italy and Germany.

### **International Bank - Economic Research Division**

Strategy development, restructuring and optimization of complete service portfolio. Modularization and automatization of products and media services incl. internet. Set up of internal knowledge management, strategy monitoring with balanced scorecards and set up of internal and external marketing.

### **International Bank – Real Estate Division**

Strategy development, restructuring and optimization of all processes. Establishment of SLAs/ SSAs, restructuring of the real estate portfolio (8 bio CHF).

### **International Banking Group – International Private and Investment Banking**

Re-engineering of front and back office - IT processes (business alignment). Reorganization and set up of a project management IT system (MIS) with Lotus Notes, all paper bound documentation was replaced.

### **International Banking Group, Retail Banking, Corporate Clients**

Project leader workflow management and re-engineering of retail, corporate and investment banking processes (in Switzerland). System evaluations, Pilot installation for retail clients (product transactions and opening of bank accounts) and corporate clients (credit/loan applications) incl. several business cases.

### **International Banking Group, Corporate Clients Switzerland**

Project leader of team for new loan processes, evaluation, business case, design and implementation of a new enterprise wide workflow-and-document management solution. Reorganization of loan department, set up of work out and service centers.

### **International Banking Group, Logistic Division Switzerland**

Project leader for a facility and building automation system for 75 houses of the bank. Strategy development, Technical and organizational redesign as well as redefinition of processes and IT. System evaluation and development of a new MIS solution with OO tools, distributed objects (DOE) and integration of 50 proprietary operating systems (project value 7 Mio CHF).

### **International Banking Group, Investment Banking Division**

Redesign user interface and processes for EBS application (electronic stock exchange Switzerland).

### **International Banking Group, Multinational Enterprise Division**

Redesign of processes “customer care for multinational enterprises”, development of a new application “customer care for multinational enterprises”.

### **International Banking Group, Accounting/Controlling Division**

Redesign solutions central reporting/MIS. Analysis of IT requirements of 500 users worldwide. Process redesign of all involved processes, implementation of new functions and user interfaces.

## Industry Projects (continued)

### **International Banking Group, Direct Banking**

Strategy development, repositioning of products and processes within Electronic Banking Division. Analysis of user requirements, redesign of reports and processes, definition of functional specs, data modeling of applications, redesign of user interfaces.

### **International Banking Group, Corporate Center**

Cost cutting initiative. Assessment of cost structures, processes, organization. Realization of overall savings of 90 Mio CHF.

### **Largest Payment Services Provider Switzerland (State Owned)**

Project leader for re-engineering of all logistics wire transfer/ payment systems. Wide area workflow - and Internet implementing for all regions within Switzerland with integration of 15 applications on 5 (host)-platforms.

### **Postal Internet Service Provider**

Assessment of e-business models, realignment of services, products, processes, structures to audit requirements. Realization of overall savings of 110 Mio CHF.

### **International Computer Manufacturer (Swiss Branch)**

Strategy development for banking division (software and project business).

### **Swiss Group of Eight Cantonal Banks (State Owned)**

Project leader of a reference process architecture for all involved banks and business case. Redesign of product-innovation process. Member of the expert groups "private banking" and "wholesale banking".

### **International Insurance Group**

Re-engineering of the claims management processes. IT design and system evaluation of a claims handling solutions incl. video links, workflow, el. archives, inter-/ intranet and diverse IBM host system integrations.

### **Large National Weather Service Provider**

Assessment of corporate law platform for growth strategies, business strategy development

## Mandates/ Memberships

- SFPO Swiss Financial Planner Organization (Member of the Board, Head Exams Commission)
- SMS Strategic Management Society (Member)
- CHINET University of Applied Sciences Network for China Education Projects (Member)
- Think Tank KMU Next, Berne (Member)

## Competencies

### **Methodology**

- Strategy development, Corporate Foresight, Entrepreneurship
- Organization and reorganization, business process redesign
- Marketing, corporate communications
- Customer care & loyalty management
- Culture & change management
- Project and project portfolio management

- Statistics (in depth SPSS, SAS, STATA knowledge)
- Financial planning/ wealth management
- Finance and performance management
- Strategic information planning
- Legal Management, Business Law (CH)

#### **Country Experience**

- Switzerland, Germany, Austria, UK, USA, Australia, China, Russia

#### **Industry Sectors**

- Banking, Insurance, Public Management, IT

#### **Languages**

- German                      Mother tongue
- English                      Fluent, excellent working knowledge written/ oral
- French                        Basic knowledge
- Italian                        Basic knowledge

## Teaching & Supervision Assignments

- 2010 -                      Berne University of Applied Sciences, Business Strategy
- 2010 -                      University of Lucerne, Business Leadership and Law (Custom), Business Strategy (Custom)
- 2009 -                      University of St. Gallen, Introduction into Entrepreneurship (Custom)
- 2008 -                      University of St. Gallen, Thesis Supervision (EMBA & Certificate Level)  
Focus: Business Strategy, Strategy Implementation, Performance Management
- 2003 -                      University of St. Gallen, Operational Excellence /Strategy Implementation (Custom, EMBA)
- 2001 -                      Berne University of Applied Sciences, International Integrated Management  
(EMBA International Management)
- 2001 -                      Berne University of Applied Sciences, Thesis Supervision (BBA & EMBA Level)  
Focus: General Management
- 2004 -                      Charles Sturt University, Thesis Supervision (Doctorate DBA Level)  
Focus: Strategy, Entrepreneurship/Business Planning, Performance Management
- 2004 - 2007                Berne University of Applied Sciences, Business Strategy,  
(EMBA International Management)
- 2001 - 2004                Berne University of Applied Sciences, Strategic Marketing  
(EMBA General Management)
- 1996 - 2000                University of St. Gallen, Business Engineering (Master)

## Publications

Jungmeister Alexander / Taisch, Franco, Erfolgreiches Schweizer Genossenschaftsbanking vor strategischen Herausforderungen, Zeitschrift für das gesamte Kreditwesen ZfgK, S. 712 – 718, Frankfurt a.M., Ausgabe 14-2014 vom 15.7. 2014

Taisch, Franco / Jungmeister Alexander, Der Beitrag der genossenschaftlichen DNA als Basis für Wachstum und Differenzierungsstrategien, Festschrift für Josef Brazda, Institut für Genossenschaftswesen, Universität Wien, in print, 2014

Taisch Franco, Jungmeister Alexander, Fabrizio, Nadja, D’Inca- Keller Ingrid (2014): Strategische Handlungsfelder Revision Genossenschaftsrecht. Forschungsbericht, Universität Luzern IFU | BLI, 2014.

Jungmeister Alexander, D’Inca- Keller Ingrid (2014): ICA Blueprint – A Strategy for Replication of Cooperative Business Models? White Papers Universität Marburg, 2014.

Jungmeister Alexander, Aimi Thi, Halter, Frank, (2013): Die Wahl der Rechtsform. Die Genossenschaft als Option im Nachfolgeprozess, Universität St. Gallen/ Universität Luzern IFU | BLI, Think Tank KMU Next, Bern 2013.

Taisch Franco / Jungmeister Alexander / D’Inca- Keller Ingrid / Troxler Tizian (2012): Differenzierungsmerkmale der Unternehmensplattform Genossenschaft und ihr strategisches Potenzial, Forschungsbericht, Universität Luzern IFU | BLI, 2012.

Jungmeister Alexander and Gutzwiller, Thomas: Learning From High Growth Companies, A Survey Among SWISS CEOs, Executive School White Papers, June 2010

Jungmeister Alexander and Staub, Leo: Thoughts About Managing Legal Risk And Potentials In A Corporate Environment, University of St. Gallen, Executive School White Papers, June 2009

Jungmeister Alexander and Gutzwiller, Thomas: Enhancing Professional Practice, Semantic Models As A Backbone For Executive Education. University of St. Gallen, Executive School White Papers, April 2008

Jungmeister Alexander and Gomez, Peter: Requirements For A new Generation of The St. Gallen Management Model, University of St. Gallen, Executive School White Papers, October 2008

Jungmeister Alexander: Living Strategy – A New Model For The Corporate Strategy Formulation Process, Journal of Strategic Management, London, March 2007, p. 7f

Jungmeister Alexander: Living Strategy – A New Model For The Corporate Strategy Formulation Process, Technical Papers, UASB, Berne, August 2005

Jungmeister Alexander: Profit Pools – Atoms of Strategy Development, Technical Papers, UASB, Berne 2006

Jungmeister Alexander: Strategizing Your Company – A New Paradigm For Quicker Strategy Development and Execution, Technical Papers, UASB, Berne, February 2006

Jungmeister Alexander: Business Performance Management – An Introduction. Technical Papers, UASB, Berne, February 2005

Jungmeister Alexander: Cost Cutting with a Systemic Approach at Swiss Post/ Yellowworld. In Ninck, A., Bürki, L., Hungerbühler, R., Mühlemann, H.: Systemik - Integrales Denken, Konzipieren und Realisieren. 4. Auflage, Verlag Industrielle Organisation, Zürich, July2004

Jungmeister, Alexander: Workflow -Computing at UBS. Computerworld Switzerland, Nr. 27, July 1994

Jungmeister, Alexander and Turo, David: Large Hierarchies with Folio Maps - Portfolio Management Made Visual, College Park, University of Maryland, Dept. of Computer Science, USA 1992

Jungmeister, Alexander: The Alarm Control Desktop As A Component of A Building Automation System. Technical Report, College Park, University of Maryland, Dept. of Computer Science, USA 1992

Jungmeister, Alexander: „Technorama“: Task oriented design of a hyper media systems. In: M. Rauterberg, E. Ulich, Posterband zur Software-Ergonomie SE'91, User Centered Software Development, ISBN 3-906509-08-7, Zurich 1991.

Jungmeister Alexander and Peters, Matthias: Technology Risk Assessment. New Technologies at Migros, in: Social Balance Sheet Migros 1986, MIGROS-Genossenschaftsbund, Zurich 1986.

Jungmeister Alexander und Peters, Matthias: Technology Risk Assessment. New Technologies at Migros. Study for the MIGROS-Genossenschaftsbund in collaboration with Prof. Dierkes (Science Center Berlin/D). Institut für praxisorientierte Sozialforschung, IPSO, Zurich 1986. 3 studies:

Band 1: CEO Survey

Band 2: CIO Survey

Band 3: Employee and Manager Survey, Qualitative Panels

Jungmeister Alexander and Hunziker, Peter: Private communication needs. Scientific study initiated and funded by the Swiss National Research Fund, Publications of the Swiss National Research Fund, Study Nr. 345-6789-2, Berne 1986