Curriculum Vitae

Personal Details

Name:	Walter Alexander Jungmeister
Date of birth:	January 1st, 1959
Citizenships:	German and Swiss
Civil status:	Married, 1 child
Academic title:	Ph.D., Adjunct Professor

Education

2009 +	Ph.D. in Bus.Admin/ Entrepreneurship, University of St. Gallen, St.Gallen (finished 2012)
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

2011	**University of Lucerne, CEO Business Law Institute**, Prof. (UAS).
	Adjunct Professor, Faculty of Commerce, Charles Sturt University, Australia. Research focus: International Strategy, Strategic &, Legal Entrepreneurship.
2007 - 2011	**University of St. Gallen, Executive Vice Director** Executive School, St. Gallen, Switzerland. Head Competence Center Entrepreneurial Management, Head Business Development, Marketing and IT. Research focus: International Strategy, Strategic &, Legal Entrepreneurship **Adjunct Professor, Faculty of Commerce, Charles Sturt University**,

Australia. Doctoral thesis supervision for Switzerland. Research focus: International Strategy, Strategic Entrepreneurship &, Legal Management.

2001 - 2006 **Professor, Berne University of Applied Sciences** (UASB), Berne, Switzerland. Head Postgraduate Studies - BBA/ MBA/ DBA Programs. Responsible for the international programs of UASB and consulting projects. Research focus: Internat. Strategy, Performance Management. **Chairman of aht intermediation gmbh**, Freienbach SZ.

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

Industry Projects (continued)

Swiss Federal Office for the Environment (BAFU)

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

management.

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.

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”.

Industry Projects (continued)

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.

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.

Memberships

- SFPO Swiss Financial Planner Organization (President)
- SMS Strategic Management Society (Member)

Competencies

Methodology

- Strategy development, business process redesign

- Organization and reorganization
- Marketing, corporate communications
- Customer care & loyality 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

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

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
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
2003 -	University of St. Gallen, Operational Excellence /Strategy Implementation (Custom, EMBA)
2004 - 2007	Berne University of Applied Sciences, Business Strategy, (EMBA International Management)
2001 - 2004	Berne University of Applied Sciences, Strategic Marketing (EMBA General Management)
2001 -2010	Berne University of Applied Sciences, International Integrated Management (EMBA International Management)

Publications

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, published in Journal of Strategic Management, London, March 2007

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 Hauri, Christian: UBS Graphical User Interface Guidelines. UBS Zurich, 1992

Jungmeister, Alexander and Turo, David: Large Hierarchies with Foliomaps - 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: Das Bildmaterial von Schweizer Tageszeitungen. Wirklichkeitskonstruktion durch rituelle Redundanz: Eine vergleichende inhaltsanalytische Untersuchung zu Form und Funktion der Presseillustration. Inauguraldissertation des Seminars für Publizistikwissenschaft der Universität Zürich, Zentralbibliothek Zürich, 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