



Ennio Limbach

Swiss, born December 3rd, 1991

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- M.A. in **Business Innovation** HSG
- B.A. in **Banking and Finance** UZH
- **Experienced Design Thinking/Innovation** consultant
- Expert in **Fintech** and **Distributed Ledger Technologies**
- Won **CHF 130k** at **Venture Kick** in 2016 with Zippsafe
- Converted **12 clients** with **edesigns**
- Sold over **60 watches** with **zrhbrg**
- Member of the **SUGAR Network** for Design Innovation

Education

Experience

date

09/2017 -
date



University of St. Gallen (HSG), St. Gallen, Switzerland
Master of Arts in Business Innovation (M.A. HSG)
Grade Average: 5.33/6.00
Master's Thesis: Governance mechanisms in consortia initiation of decentralized platform ecosystems (Grade: 5.5/6.00)

New technologies offer opportunities for new products, markets, processes and types of organisation. The MBI program builds agents of change who recognise the potential of new technologies and implement them in business solutions.

Venture Projects

FISSA (Fintech innovation in Southeast Asia)
Consulting projects for Siemens and Swiss International Airlines

02/2019 -
06/2019



Universidad Pontificia Bolivariana, Medellín, Colombia
Exchange Semester
Master in International Business

09/2017 -
06/2018



Stanford University, California, USA
ME 310 / Design Thinking
Grade: 5.50/6.00

During a year, a multidisciplinary team of students work in collaboration with corporate partners on a design innovation project. The goal of this programme is to develop leaders prepared for a career in innovation design that is both pragmatic and intellectually formed.

09/2012 -
09/2016



University of Zurich (UZH), Zurich, Switzerland
Bachelor of Arts in Banking and Finance (B.A. UZH)

Bachelor's Thesis: Factor based long/short portfolio optimization with Black Litterman Approach (Grade: 5.25/6.00), Grade Average: 4.6/6.00

The Banking and Finance programme covers 4 main areas:
Corporate Finance covers financial and investment management,
Financial economics deals with financial markets, asset pricing, behavioral finance and modern portfolio theory,
Quantitative finance explores subjects such as derivative financial instruments, financial engineering and risk management,
Financial services considers business administration policies and addresses portfolio management and financial market regulation.

2020



additiv AG, Zurich

03/2020 - date

Business Analyst, Blockchain DRI

As a Business Analyst I am consulting projects, software and product development teams as well as distribution and implementation partners - Owning the overall business design of assigned projects as well as recommending solutions based on clients business needs. Also, I am the direct responsible individual (DRI) for Distributed Ledger Technologies (Blockchain) within additiv-

2019



Credit Suisse (Switzerland) AG, Zurich

09/2018- 03/2019

Project Management (50%), Platform & Strategic Projects

Corporate & Investment Banking, SUB
Assistant Project Manager for a strategic digitalization project

2018



Plansee Group, Reutte, Austria
External Consultant

09/2017- 06/2018

- Consultant in a Design Thinking innovation project
- 10 months, 105 interviews, 46 prototypes - 1 Final Prototype

2017



Zippsafe AG, Glattbrugg, Switzerland

01/2017- 05/2018

Marketing Director

- Responsibility for the organisations marketing activities
- Development and delivery of a fully integrated marketing strategy

2015



edesigns, Zurich, Switzerland
Founder and Partner

2015 - date

- Foundation of the company as a marketing agency in 2015
- Creation of an offering in the area of innovation consulting by applying Design Thinking in 2018
- Successful Advisory of 12 clients in the field of innovation, user experience design, Design Thinking and needfinding for generation Z www.edesigns.ch

2014



Apple Inc., Zurich, Switzerland
Specialist (25%-50%)

10/2014 - 06/2017

- Product and service consulting for private clients at the Apple Store (B2C)
- Product, service and software consulting for SME's (B2B)
- Part of the Apple Watch launch project in Switzerland (2015)

2010

07/2006 -
07/2010

Gymnasium Köniz-Lerbermatt, Bern, Switzerland
Matura, major subject: Spanish

Grade Average: 4.78/6.00



Projects I worked on

Detailed project documentations
www.edesigns.ch/projects



Plansee Group, Austria
Redesign of the groups production process by applying Design Thinking.



Swiss Airlines, Switzerland
Design of a new digital format in order to communicate the onboard customer experience to internal stakeholders.



Siemens Group, Germany
Development of a new business model for parking lots by using Distributed Ledger Technologies.



HAYS, Germany
Design Thinking Sprint to achieve a better customer experience in the sales process.



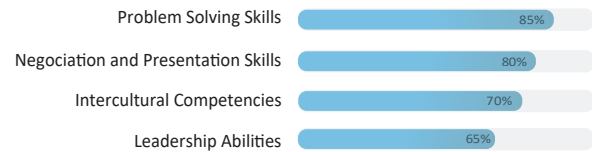
PostFinance Ltd., Switzerland
Development and implementation of a digital wealth management advisory platform.

Skills

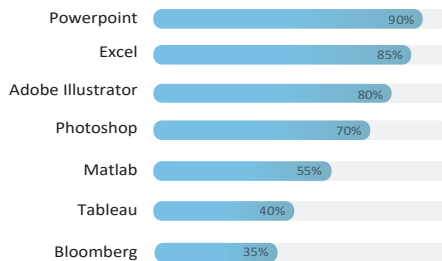
Languages



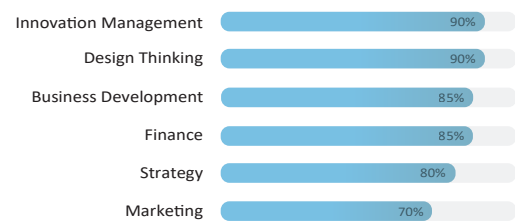
Softskills



Software



Competencies



Strenghts

Adaptive Teamplayer

I am skilled to work in interdisciplinary and intercultural teams.

Eloquent & Empathic

I am an excellent listener and an eloquent communicator.

Analyst & Creative

I have a unique mindset which is build of analytical and creative competencies.

Rapid Comprehension

I can analyze complex situations extremely fast.

Strategic Thinker

I am a structured thinker and organized planner.

Extracurricular Activities

Academic Tennisclub Zürich,
Zurich, Switzerland
Audit of the annual financial statement.

zrhbrg
Zurich, Switzerland
Founded an online platform for the curation and sale of hand-picked Swiss vintage watches.



Unversidad Pontificia Bolivariana
Medellín, Colombia
During my exchange semester I supported a spin-off from the university to develop their business model and made them ready for investor pitches.

Achievements

Venture Kick Winner 2016
Zurich, Switzerland
With Zippsafe we won CHF 130k at the final of Switzerland's biggest start-up competition. Today Zippsafe is one of Switzerland's Top 100 startups.

Top Talent Employee of 2012
Orange Communications, Biel, Switzerland
For exceeding KPI's in the field of retention activities, I was awarded as one of the top talent employees among the group. Only 10 employees within the Group receive this award annually.