

VALÉRIE ANNA KIENTZ

Creative - Curious - Committed

☎ +41 79 679 15 14

🌐 <https://www.vkientz.com/>

@ valeriekientz8@gmail.com

📍 Grüngasse 41, 8004, Zürich (CH)



EXPERIENCE

Market Development Manager

Sateco AG

📅 02/2024 - Present 📍 Zürich (CH)

- Conduct market research to identify potential growth opportunities
- Co-collaborate across teams with R&D, marketing, and sales to align and execute market development strategies with overall business goals
- Identify and establish strategic partnerships
- Support negotiations and manage relationships with key partners
- Build valuable network with institutions, stakeholders, and industry
- Attend events and trade shows to scout new emerging technologies and trends

Business Development & NFT Projects Coordinator

Aura Blockchain Consortium

📅 02/2023 - 06/2023 📍 Geneva (CH)

- Develop growth strategy focused on customer satisfaction
- Conduct research to identify new markets and customer needs
- Support development of new innovative technologies
- Build relationships with partners and customers
- Co-manage NFT projects: Identify tech requirements, define customer journeys, scoping and planning, manage customer needs and risks, monitor projects, and communicate across different stakeholders
- Assist marketing and event planning
- Support tech team and act as interface to customer

Account Management - Working Student

Amazon Web Services

📅 03/2021 - 06/2022 📍 Zürich (CH)

- Support account management in various tasks such as lead generation efforts, identify viable business opportunities and analytical activities
- Member of innovation incubator program: Create theoretical framework, lead generation, and assist customer innovation engagements
- Support in various marketing activities
- Define strategy to leverage ISV partner program for SMB
- Formulate strategy papers (narratives)
- Manage AWStudents Mentoring program
- Support inclusion, diversity, and equity initiatives

Product Management Marketing Intern

IWC Schaffhausen

📅 01/2020 - 08/2020 📍 Schaffhausen (CH)

- Competitor analysis of Watches & Wonders 2020: Detailed overview of competitors novelties and industry, online presentation including 60 participants from different departments
- Assist product managers in development and launch of new products
- Manage product database

Marketing Intern

Lactalis Nestlé

📅 07/2019 - 12/2019 📍 Zug (CH)

- Assist brand managers in development and launch of new products
- Support marketing campaigns and execute promotional concepts
- Act as interface between marketing, sales, customers, and suppliers
- Developing and implementing sponsorship and event concepts
- Creating cross-country market and competitor's analysis

SUMMARY

I am a creative and result-driven person with a passion for branding, innovation, and the arts. Through my travels abroad I had the opportunity to immerse myself into different cultures and get to know people from various backgrounds, shaping me into a flexible and adaptable individual. As a curious and open-minded person, I love to be confronted with new challenges to learn and grow as an individual. I enjoy collaborating with diverse teams as the exchange among one another is a creative process and the combined problem-solving is a satisfying aspect of teamwork.

ADDITIONAL SKILLS

Strategy

Account Management

Business & Market Development

Marketing

Product Management

Product Marketing

Project Management

Digital Transformation

Innovation

TECHNICAL SKILLS

MS Office

SAP

DAM

PIM

Salesforce

Confluence

Asana

Google Analytics

LANGUAGES

German

Native



English

Proficient



French

Intermediate



Spanish

Beginner



EDUCATION

Master of Arts in Business Innovation

University of St. Gallen (CH)

📅 09/2020 - 04/2023 📍 St. Gallen

- Focus: Digital transformation, entrepreneurship
- Industry 4.0, and sustainability
- Master's thesis: The disruption of NFT art on the traditional art market

Art and it's Market

Sotheby´s Institute of Art - London

📅 07/2019 - 08/2019 📍 London (ENG)

- Expanded my knowledge about the art world ecosystem, key concepts and business models that underpin the global art market and the wider creative economy

Luxury Management

HEC Paris

📅 07/2018 - 08/2018 📍 Paris (FR)

- Learned about the principles of luxury management
- Got awarded "Best presentation" for the project: Re-Branding of Lanvin

Exchange Semester

Universidad Carlos III

📅 09/2017 - 01/2018 📍 Madrid (ESP)

- Focus: Consumer behavior, strategic management and financial accounting

Bachelor of Arts in Business Administration

University of St. Gallen (CH)

📅 09/2015 - 11/2019 📍 St. Gallen (CH)

- Focus: Service management, marketing, organization, and
- Bachelor's thesis: Analyzing the motives of art sponsoring in the Swiss banking industry

Business & Law

High School

📅 08/2007 - 07/2014 📍 Zug (CH)

- Focus: Business and law

VOLUNTEERING

Support Crew

48. St. Gallen Symposium

📅 2018

Hospitality

Support Crew

47. St. Gallen Symposium

📅 2017

Hospitality

CERTIFICATION

Introduction to Blockchain Technologies

INSEAD Executive Education

Colored Gem Professional Level 1

Gübelin Academy

Google Analytics Advanced

Cambridge Certificate of Proficiency in English

PASSIONS



Branding



Entrepreneurship



Gemology



Still trying to learn Kitesurfing jumps



Listening to Torpicàlia music