

CEO Day 2016

CV Workshop Speaker



Name **Beat Walther**

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Educational background **Lic.oec. HSG**

Professional experiences Beat Walther has more than 25 years of experience in business strategy, marketing & sales and innovation.

Beat runs Vendbridge, a specialized consultancy that assists its clients, mostly larger international companies, to achieve growth via bringing in the outside-in customer perspective into innovation and marketing&sales.

Before founding Vendbridge, Beat was marketing director at Procter & Gamble and a management consultant at McKinsey & Company. Over the past 15 years, he has served a wide range of clients in different sectors, like for example automotive, financial services, medtech/pharma or consumer goods. Since more than 15 years, he also enjoys working with clever start-up teams helping them to succeed in the market. In this context, he has created and applied many times a program called Sales Accelerator, targeted at sharpening the value proposition of tech companies from an outside-in customer view. In addition, Beat serves or has served on the board of different technology companies like e.g. Reishauer or Stimmt AG

Special knowledge and/or interests **Innovation, Design Thinking, Customer Insights, New Product Development, Strategic Marketing, Sales**