

Michaela Emch

Rte de Praly 4, 1976 Aven/Conthey, Switzerland. Telephone: +41 76 367 76 38
Born : 30.10.74 Nationality : Swiss Civil status : Divorced, 1 child
Languages : Trilingual Swiss-German/German, French, English, notions of Spanish
Intercultural exchange year in Ontario, Canada, 1991-1992

Professional goals

- To work in the fields of aeronautics, sales, strategy, marketing, communication, and project management.
- To provide optimal solutions for both the end client and the product/service provider.
- To operate in an interdisciplinary and diversified role with a decisive touch.

Key assets

- Polyvalent and reliable.
- Interdisciplinary understanding of issues (sales/marketing, finances, legal, corporate).
- Multidimensional approach to projects and missions.
- Efficient and able to take initiatives.
- Oral and written communication in 3 languages.

Professional experience

2017- today	Founder and associate of The Flying Fox Sàrl, Valais, Switzerland Active in the counseling of future owners of aircraft for: evaluating their needs, studying different models of operation, legal and fiscal analysis of the situation, research of planes, support for registration
2004- today	Founder and operator of Eclotions – Marketing & Communication, Valais, Switzerland Active in the counseling of regional businesses, examples: Sion Air Show 2011 – Marketing, communication and sponsoring Naef & Cie – Marketing, positioning, events, project management Wings & Bridges – Project management, communication, strategy Conseil et Gestion en Assurances – Positioning, brochures
2002 - 2003	Provins Valais, Sion, Marketing/Communication Director Creation and implementation of marketing strategies and projects Design and application of concepts for new products and campaigns Development of internal and external communication tools
2001	Simko SA, Genève, Account Executive Management of several national advertising budgets Creation/development of marketing and communication strategies Creation and implementation of sales channel boosters
2000 – 2001	Bacardi-Martini (Suisse) Sàrl, Genève, Product Manager Management of international brands (ex. Jack Daniel's) Consolidation & « reporting » to brand owners and stakeholders Interaction with agencies (advertising, PR, market research, etc.)
1998-2000	Wood SA, Nyon, Branding Consultant Project management, assistance to business development Development of marketing strategies and brand creation Management of legal availability of brand candidates Development, implementation and reports on market research

Education

2012-2013	Executive MBA – HEC Geneva (major in Aviation Management)
2011-2012	Diploma of Advanced Studies in Aviation Management - (IATA/UniGE)
2006	PPL (Private pilot's licence), voice level 6 in French and English
2003	IFCAM, Lausanne Project Management certificate (class D)
1994-1998	Licence en Relations Internationales - HEI & University Geneva