

**Rafael Enzler**

**\*1966, Switzerland**

**Lenzburg (Switzerland)**

Marketing and tourism expert, Master of Arts HSG, Marketing Director

## Summary

I'm a passionate tourism professional and founder of gutundgut, a consulting, innovation management, place making and project development company focused on sustainable tourism based in Switzerland and the Netherlands. Over the last 15 years I managed and directed a variety of tourism and marketing initiatives. For more than twelve years, I served in different senior management functions for Switzerland Tourism in Amsterdam, New York, Dubai and Zurich. Prior to this post, I was Director of Toggenburg Tourism, developing and promoting a tourism region in Switzerland. From 1996 to 1998 I was marketing and sales director of Zurich online. In this role, I spearheaded a number of initiatives geared toward increasing the city's presence on the World Wide Web.

## Experience

- 2013 – present **Founder and Partner at gutundgut**  
We develop and implement strategies and projects for tourism, leisure and culture. gutundgut is convinced of using a multidimensional approach when designing, thinking and working. Tourism, architecture, culture and marketing communication complement each other in projects as well as in the team. Furthermore, associates from various fields give a strong impetus and contribute to our thinking with their visions.
- 2013 – present **President at Swiss Museum Pass foundation**  
business strategy, marketing, supervision of management team, sponsoring
- 2013 **Managing Director GCC (temporary assignment) at Switzerland Tourism**  
Marketing (Key account management, online marketing, key media management, promotion) for the gulf region.
- 2008 – 2012 **Executive Vice President Marketing, Brand management and Strategic partnerships at Switzerland Tourism**  
Development and implementation of Switzerland's destination marketing and country branding strategy.
- 2006 – 2008 **Executive Vice President Finance, Controlling & Sponsoring at Switzerland Tourism**

- 2004 – 2006 Director North America at Switzerland Tourism  
business strategy, marketing, supervision of management team
- 2000 – 2004 Director at Switzerland Tourism Benelux  
business strategy, marketing, supervision of management team
- 1998 – 2000 Managing Director at Toggenburg Tourismus  
Regional tourism organization (destination management  
marketing, product development)
- 1997 – 1998 Head of Marketing and Sales Zurich Online ZHOL.ch  
business strategy, marketing, supervision of management  
team, sponsoring
- 1992 – 1996 Senior consultant at B+R Event ag  
Project management for tourism projects and large scale  
events

## Organizations

- 2013 – present Swiss Museum Pass foundation  
President  
[www.muesumspass.ch](http://www.muesumspass.ch)
- 2009 – 2012 Switzelrand mobility  
Member of the board  
[www.schweizmobil.ch](http://www.schweizmobil.ch)
- 2008 – 2012 Slow Up  
Member of the board  
[www.slowup.ch](http://www.slowup.ch)
- 2004 – 2006 Alpine Tourism Commission North America  
Chairman

## Languages

English Professional working proficiency  
 Dutch Professional working proficiency  
 French Professional working proficiency  
 German Native or bilingual proficiency

## Skills & Expertise

- Tourism
- Place Making
- General management
- Business Strategy

- Marketing Strategy
- Marketing Communications
- Country branding
- Brand Management
- Product Development
- Strategic Partnerships, Sponsoring
- Online Marketing
- Cultural Diversity
- Event Management
- Management
- Travel Management
- Hospitality Management
- Public Relations
- Digital Marketing
- Project Management
- New Business Development
- Destination Management
- Team building
- Creativity Skills
- Museums
- Museum Planning
- Service Oriented Architecture Design
- Service Design

## Education

University of St. Gallen -  
Business Administration, Tourism and Transports, Master of Arts HSG 1987 - 1992

LUMAKO  
Master, Marketing Director 1994 - 1995