

Enzler Rafael

***1966, CH**

Lenzburg

Experience

- 2013 – today gutundgut gmbh, Zurich
Founder, Partner, Managing Director
- 2023 – today St. Gallen-Bodensee Tourismus, St. Gallen
President
- 2022 – today Gloria Coworking AG, Lenzburg
BOD President
- 2010 – 2012 Switzerland Tourism, Zurich
Head of Strategic Partnerships,
Brand Management and Marketing Productions
Member of the Executive Board
- 2008 – 2010 Switzerland Tourism, Zurich
Head of Marketing and Strategic Partnerships
Member of the Executive Board
- 2006 – 2008 Switzerland Tourism, Zurich
Head of Finance, HR and Strategic Partnerships,
Member of the Executive Board
- 2004 – 2007 Switzerland Tourism, New York
Director North America
- 2000 – 2004 Switzerland Tourism, Amsterdam
Director BENELUX
- 1998 – 2000 Toggenburg Tourism, Wildhaus
Tourism Director
- 1996 – 1998 Ringier AG, Zurich
Marketing and Sales Manager Zurich Online
- 1992 – 1996 B+R Event AG, Zurich
Deputy managing director and consultant in the field of

project management and marketing of
major events and tourism projects
- 1986 – 1987 Sulzer AG, Winterthur
Programmer

Education

University of St. Gallen, lic. oec. HSG,
Specialisation in Tourism and Transport Industry 1987 – 1992

Training and qualification as Swiss certified marketing manager 1998 – 1999

Organizations

President of the Swiss Museum Pass Since 2013

Board of Directors Lenzburger Race Since 2011

Board of Directors Landschaftstheater Lenzburg Since 2011

Foundation Board Committee Switzerland Mobility 2006 – 2012

Production manager and board member Regional television Wil 1985 – 1995

Languages

German Native

English Advanced

French Advanced

Dutch Advanced

Interests

Travelling, photography, jogging, skiing, mountain biking, cooking,
playing theatre, electric bass