Urs Rüegg

«Love to Deliver» Since 2000 over 25 CRM, 12 App Development and 8 Infrastructure Projects delivered.

Name	Urs Christoph Rüegg
Address	Ankenbüel 7, 8126 Zumikon
Mobile	+41 (79) 600 17 84
E-Mail	urs.ruegg@teamruegg.com
Web	www.teamruegg.com
Date of birth	13.10.1966
Marital status	Married, one son
Nationality	Swiss

Competencies

Competency	Level
Customer success	■■■■■■■■■
Technology passion	■■■■■■■■
Solution architecture	■■■■■■■■
Solution delivery	■■■■■■■■■
Team oriented	■■■■■■■■
Goal oriented	■■■■■■■■
Business development	■■■■■■■■
Marketing	■■■■■■■
Sales automation	■■■■■■
Service	■■■■■

Certifications

Year	Certification
2020	Power Platform Solution Architect Expert
2014	Dynamics 365 Functional Consultant
2017	Pega Business Architect
2017	Pega System Architect
2014	Accenture Solution Architect SISA
2014	Accenture Delivery Lead SIDL

Successful delivery

Year	Customer	MA	Time
2021	Smart Factory	4	6 m
2017	UBS	6	6 m
2015	BANK-now	6	2 y
2015	Credit Suisse	18	2 y
2013	Sulzer	15	3 y
2012	Camlog	4	4 m
2012	Clariant	12	2 y
2010	Avanade	8	6 m
2009	D&B	10	3 y
2006	EGL/AXPO	12	2 y
2005	Pro Senectute	6	1 y
2004	Goldbach Media	6	1 y
2002	IP Multimedia	4	5 m
2001	ABB	18	1 y

Personal style

- High social competence.
- Project team character type: stabilizer, driver, coach.
- Focused on team and personal objectives.
- Open communication and self-reflection oriented.
- Loyal with high level of identification to company and product philosophy.

Myers-Briggs Type Indicator

Attention focus	**E**xtraversion
Take information	**I**ntuition
Make decisions	**T**hinking
Deal with outer world	**J**udging

Languages

German, English

Interests

Sailing, Diving, Skiing, Traveling

Most proud of

Customer success
Delivered on time, scope and budget and increased share of wallet from CHF 1.5 to 8.5 Mio Service Revenue.

Innovation delivered
Prediction-based dialog marketing solution evaluate next best customer interactions across channels based on Microsoft Dynamics 365 using Azure ML.

Persistence and loyalty
Invented our own company 3 month before 911. Started from zero and build up the company to 75 employees within 9 years.

Open for change willingness to learn
Took over new role as Databases Product Manager and launched Microsoft Access successfully. Gained 70% of market share within 3 years.

Work Experience

08/2018 - Today — Zürich, Switzerland
Technical Specialist
Microsoft (Switzerland) GmbH
Achievements
Responsible for Enterprise Accounts: UBS, ABB, Nestle, Schindler, Swiss Life driving Dynamics 365 Customer Engagement and Power Platform enablement.

04/2017 – 07/2018 — Zürich, Switzerland
Practice Leader
Pega Systems Schweiz AG
Achievements
Responsible for Financial Services: Credit Suisse, Swisscard, UBS, UBS Card Center, SIX Group und Raiffeisen and the related Pega- and Partner- Projects.

03/2011 – 03/2017 — Zürich, Switzerland
Service Line Lead (Infra & CRM) and Account Executive
Avanade (Switzerland) GmbH
Achievements
Inventing Customer Analytics and Insight solution for Microsoft CRM 2016 for retail banking using prediction-based dialog marketing models (Azure ML) to evaluate next best customer interactions across channels.
2016 extend Avanade share of wallet from CHF 1.5 to 8.5 Mio Revenue.
2013 promoted to Director after successfully delivered a Privat Cloud by migrating 12 data centres and Service Transition to Off-shore.

01/2009 – 12/2010 — Urdorf, Switzerland
Project Lead and Architect
Dun & Bradstreet Switzerland AG
Achievements
Implemented a master plan to replace AS/400 master data management within 3 years developing a SQL Server and .Net based custom solution. Collecting data from different sources to calculating the bankruptcy and payment index score for all business and individuals within Switzerland.

08/2001 – 01/2009 — Küsnacht, Switzerland
Head of CRM Competency Centre
Skybow AG
Achievements
Establish the Dynamics Competency Centre based on 3-year business plan.
- First Microsoft CRM 1.2 project in Switzerland at Goldbach Media.
- First Swiss Microsoft Certified partner for CRM.
- First certified solution for Microsoft CRM with Skybow Budget Workbench.
Expand it to 7 employees and 1.7 million revenue per year, as well as 20 successful delivered CRM projects. Microsoft CRM partner with a market share of 18%.

07/1990 – 07/2001 — Wallisellen, Switzerland
Principal Consultant, Product Manager, System Engineer
Microsoft (Switzerland) GmbH
Achievements
Employees No 5 of the local branch in various functions:
- Principal Consultant: Delivered the ABB project in 1 year with 18 members.
- Product Marketing: Windows 2000 launch achieved market share of 90%
- System Engineer: Win Nixdorf to use Windows and SQL for their ATM.

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