



EV KICKEN

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Nationality: Swiss / German

LANGUAGE SKILLS

German: Native | English: Fluent | Swedish: Fluent | Dutch: Advanced | French: Intermediate | Spanish: Intermediate

PROFILE

I specialize in digital and cultural transformation, strategic business development, authentic leadership, and cultivating deep partner relationships. With a proven track record in global corporations, I have successfully led cross-functional teams, driving revenue growth, innovation, and customer-centric solutions. I'm known for my clear goal orientation, persistence, and curiosity, using a direct and skilful communication style. I approach problem-solving with innovation and collaboration, backed by strong critical thinking and analytical skills.

With an entrepreneurial mindset, I've successfully driven B2B SaaS businesses and fostered growth. As a manager, I prioritize people development, ensuring the right skills match tasks and ambitions. I advocate for a culture of trust, collaboration, diversity, change, learning, and innovation. I believe in creating opportunities, allowing room for mistakes, and encouraging responsibility and ownership.

PROFESSIONAL EXPERIENCE

Country Manager, GoodHabitz Switzerland, Zurich 04/2021 – Present

- Responsible for profitable growth and rapid scaling of the Swiss business unit, focusing on the Mid-Market and Enterprise segments. Managing, growing, and continuously developing the sales team and related functions, along with fostering strategic partnerships. Overseeing local PR, partner initiatives, and events to establish long-term market positioning.
- Achievements include fastest-growing Growth Market in FY 2023, with a 100% increase in ARR and New Business, exceeded revenue targets, secured the highest value per closed contract globally across all industries, achieved an 80% multi-year contract rate, the highest globally, successfully elevated local positioning and brand awareness, established valuable local partnerships across various industries including SaaS, HR/L&D, and Talent.

Director of Operations, Lionbridge Switzerland AG, Zurich 04/2019 – 10/2020

Led a critical business transformation for a 35+ employee business unit, integrating local operation teams into the global corporation during post-acquisition phase.

Achievements:

- Successful business process change
- Effective Salesforce and CRM management
- Operational margin optimization
- Implementation of new NPS tool
- Global collaboration practices

Global Business Development Director, EF Corporate Solutions Ltd., Zurich 03/2015 – 03/2019

Responsible for strategic growth planning, acquisition, and growth of global target accounts across industries. Managed the B2B prospecting, forecast, and sales closing process.

Achievements

- Acquisition of targeted strategic clients with high growth potential
- Digital transformation, and building global partner and customer networks

Head of Private Individuals, World Vision Schweiz, Zurich 06/2014 – 02/2015

Developed and implemented a strategy to grow the number and donation volume of private individuals.

Achievements

- Successful special project leadership and new sales team setup

Head of Sales, Ringier AG/ Cash Zweiplus AG, Zurich 07/2010 – 01/2014

Commercialized and monetized cash.ch, a leading Swiss economic and financial platform.

Achievements

- Acquisition of new B2B partnerships and successful market positioning

Sales Manager, TradeDoubler AG, Zurich 09/2007 – 06/2010

Acquired new clients and developed long-term relationships with key advertisers and media agencies.

Achievements

- Continuous new client acquisition and portfolio growth with key customers

Product Manager Accessories, Volvo Automobile (Schweiz) AG, Zurich 03/2005 – 09/2007

Led accessory product management with full revenue responsibility.

Achievements

- Year-over-year sales and revenue increase, successful new product launches

Sales Promotion/Market Information Manager, Volvo Cars Corporation (VCC), Sweden 02/2004-03/2005

Responsible for global communication and sales promotion processes for VCC markets worldwide.

Achievements

- Capitalized on new marketing and sales channels
- Established the first-ever eCommerce sales channel

EDUCATIONAL RECORD

- Demand Side Sales & Thinking and Digital Product Design, Master21, Switzerland (10/2020)
- Masterclass Impactful Virtual Leadership, Impactful Virtual Leadership, Switzerland (09/2020)
- Certified Global Negotiator (CGN-HSG, CAS), University of St. Gallen, Executive School of Management, Technology, and Law, Switzerland (06/2018)
- Leadership Program at Ringier AG (PEAK) for high-potential new managers, advanced leadership and coaching, Zurich, Switzerland (12/2011)
- Master of Science in International Management, School of Business, Economics and Law at the University of Gothenburg, Sweden (01/2004)
- Bachelor of Science in International Business Administration, International Management School (Intermas), Germany (10/2001)
- Bachelor of Science in Business and Public Administration, Southern Californian International College (SCIC), USA (10/2001)

REFERENCES ON REQUEST