



Patrik Wermelinger
Chief Investment Promotion Officer,
Switzerland Global Enterprise

EDUCATION

2012 - 2014

LUCERNE UNIVERSITY OF APPLIED SCIENCE AND ARTS
Executive MBA Luzern, General Management – Leadership

2000 - 2001

ACADEMIE CHARPENTIER PARIS, FRANKREICH
Basic studies in Visual Communication

1997 – 1998

**SCHOOL OF BUSINESS AND ADMINISTRATION CHUR
SAMEDAN**
Specialization in Leisure and Tourism

1995 - 1997

LUCERNE UNIVERSITY OF APPLIED SCIENCE AND ARTS
Business Administration HWV

PROFESSIONAL ACTIVITIES

since April 2016

SWITZERLAND GLOBAL ENTERPRISE
Chief Investment Promotion Officer
Member of the Executive Committee

2006 – 2016

BUSINESS DEVELOPMENT OF THE CANTON OF LUCERNE
Head of Location Promotion & Marketing

2002 – 2004

CALIDA AG
Head of Public Relations, Events & Sponsoring

2002 – 2002

Head of Sales, Scandinavia

2001 – 2002

Marketing Coordinator Exports

1998 - 2000

SPECTURM EVENTS AG
Head of Conference Department

1994 – 1995

SOCIETA DI BANCA SVIZZERA
Cashier

OTHER COMMITMENTS

Vice-President of the Steering Committee, World Association of Investment Promotion Agencies [WAIPA](#)

Member of the Steering Committee, [digitalswitzerland](#)

LANGUAGES

German, English, French, Italian, Spanish