



## **Patrik Wermelinger**

### **Head of Investment Promotion Switzerland Global Enterprise**

#### **EDUCATION**

2012 - 2014	Executive MBA Lucerne, General Management – Leadership, Business School – Lucerne University of Applied Sciences and Arts, Switzerland
2000 - 2001	Basic studies in Visual Communication, Académie Charpentier Paris, France
1997 - 1998	Specialization in Leisure and Tourism, School of Business and Administration Chur Samedan, Switzerland
1995 - 1997	Business Administration HWV, Business School – Lucerne University of Applied Sciences and Arts, Switzerland

#### **PROFESSIONAL ACTIVITIES**

since April 2016	Head of Investment Promotion, Member of the Executive Committee <b>Switzerland Global Enterprise</b> , Switzerland
2006 - 2016	Head of Location Promotion & Marketing <b>Business Development for the Canton of Lucerne</b> , Switzerland
2002 - 2004	Head of Public Relations, Events & Sponsoring
2002 - 2002	Head of Sales, Scandinavia
2001 - 2002	Marketing Coordinator Exports <b>Calida AG</b> , Switzerland
1998 - 2000	Head of Conference Department <b>Spectrum Events AG</b> , Switzerland
1994 - 1995	Cashier <b>Società di Banca Svizzera</b> , Switzerland

#### **OTHER COMMITMENTS**

Member of the Steering Committee at [digitalswitzerland](https://www.digitalswitzerland.ch)  
Member of the Advisory Boards at the [Swiss-Chinese Chamber of Commerce \(SCCC\)](https://www.sccc.ch)

#### **LANGUAGES**

German, English, French, Italian, Spanish