

MARCEL ISLER

Management Consultant & Interim Manager

- » 10 years management experience in trade & industry supply
- » 20 years front-line experience in sales & marketing (international)
- » Bachelor of Science in Economics & Marketing
- » Successful business development with sales growth of up to 300% as well as change management optimization with up to 50% efficiency increase



„My experience & intelligence for your efficiency!“

PERSONAL

+41 79 191 16 16 | m.isler@marcelisler.com
21.06.1969 | Swiss | married
Rastenhoschet 8 | CH-8752 Naefels

PROFESSIONAL POSITIONS

Consultant on mandate basis **2 years**
Consultant & Interim Manager for various companies 09.2018 – today
Capvis Equity Partners Ltd – 6340 Baar 08.2015 – 02.2016

Managing Director **8 years**
Terrazzofino (Switzerland) Ltd – 8004 Zurich 03.2016 – 08.2018
Vink Switzerland Ltd, 8953 Dietikon 12.2007 – 11.2013

Terrazzofino (Switzerland) Ltd (Manufacturing of jointless wall and floor coverings)

- » Manufacturer of jointless floor and wall coverings
- » Conception and development and of the complete franchise organization with a total of 8 partners and sales of CHF 1 million with the addition of personnel from the owners (Armin Hunziker Ltd & Knopp & Partner Ltd)
- » Acquisition, personal support and product training of 50 architects and customers with a turnover of around CHF 400k in the first 12 months
- » Development of the entire supplier network and the corresponding supply chain as well as active product development

Vink Switzerland Ltd (wholesale of semi-finished plastics)

- » Wholesale of semi-finished plastics
- » Management of 20 employees in 2 branches with P&L responsibility of around CHF 20 million
- » Reorganization and increase of both efficiency (90%) and turnover (240k CHF) in Sales & Logistics through the introduction of a telesales process with 5 employees and customer visit frequency increase from 4 to 7
- » Reduction of logistics costs by 50% through new partnerships and a new supply chain concept with own vehicles for short distances

Opening and establishment of a branch in French-speaking Switzerland with 2 employees in warehouse and field sales incl. new stock with about 250 articles (200k CHF)

SUCCESS

The sole establishment of a functioning start-up "Terrazzofino" within 3 months, including the definition of all processes from production to finance, purchasing, sales & marketing tools, from flyers to web shop.

Restructuring of the entire Egli Fischer Ltd with a 9% increase in net margin and doubling of sales force efficiency by adjusting the management structure.

Received an Innosuisse grant of 250k CHF for the development of a new metal/plastic anchor for Egli Fischer Ltd, in cooperation with ZHAW Winterthur.

Successful turnaround of Vink Ltd within 10 months and sales growth of 3-9% (CHF 1.2 million) over 5 years.

Integration of 2 mergers at Enia Ltd with sales growth of 300% within 9 months.

FURTHER POSITIONS

Division Manager / Sales Manager

6 years

Egli Fischer & Co. Ltd, 8002 Zurich

12.2013 – 07.2015

SW Stanzwerk Glarus Ltd, 8750 Glarus

12.1995 – 09.1999

- » Responsible for Production & Sales of fixing technologies with 45 employees in 4 branches and a turnover of CHF 20 million
- » Acquisition of 12 new customers in the USA, Asia, Middle East and Africa with a volume of CHF 1.3 million and sales growth of around CHF 600k
- » Implementation of an innovation process with the ETH and ZHAW
- » Introduction of the multilingual e-commerce solution with 30,000 items and API interface to the entire ERP system with efficiency increase of internal sales by 40% = CHF 200k

Marketing Director

8 years

Enia Carpet Management Ltd, 8755 Ennenda

06.2006 – 09.2007

3M (Switzerland) Ltd, 8803 Rueschlikon

10.1999 – 05.2006

Clerk – Seidendruckerei Mitloedi Ltd, 8756 Mitloedi

09.1994 – 11.1995

Trainee – Farmer, Canada

07.1992 – 07.1994

Aid Worker – Burkina Faso, Africa

06.1990 – 04.1991

Architect – Rolf Luethi Architect, 8158 Regensberg

05.1989 – 05.1990

EDUCATION & TRAINING

Blockchain Strategy – Oxford University

2019

Google Ads & Analytics – Google Academy

2015

Bachelor of Science in Economics – KSZH Zurich

2001 – 2004

Six Sigma Green Belt – 3M Rueschlikon

2005

Leadership Excellence – 3M Rueschlikon

2002

Bachelor of Science in Marketing – KMZ Rapperswil

1997 – 1999

Farmer with Swiss FZ certificate – Agriculture School of Bern

1991 – 1992

Architect with Swiss FZ certificate – Walter Geiger Ltd

1985 – 1989

MARCEL ISLER

Management Consultant & Interim Manager

Looking forward to hearing from you:

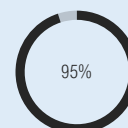
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LANGUAGES

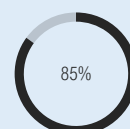
German
(Native language)



English
(Level C2)



French
(Level C1)



TOP SKILLS

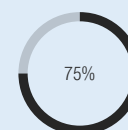
- » Leadership
- » Strategy & Management
- » Sales & Marketing
- » Project & Change Management
- » Entrepreneur
- » Doer
- » Decision Maker
- » Innovative, analytical & pragmatic

IT KNOWLEDGE

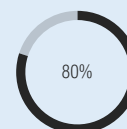
MS Office & Navision



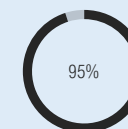
SAP, Dynamics & Abacus



Siebel & Salesforce



Wordpress & Typo3



PERSONAL INTERESTS

Endurance sports (biking, swimming), Tai Chi (Chinese kinesiology)

Great passion for digitalization (automatization, internet, social media and blockchain)