

PERSONAL DATA

NAME	Patrick Adrian Traber
PROFESSION	young entrepreneur / visionary / investor
DATE OF BIRTH	27.08.1990 in Männedorf, Zurich, Switzerland
PLACE	of residence Zurich City, Zurich, Switzerland
MARITAL STATUS	single

TRAINING / FURTHER TRAINING / MANAGEMENT POSITIONS

1996 – 2007	school with secondary school leaving certificate A
2006 – 2009	Jungwacht leader
2006 – 2008	parish council (Bazenheid catholic church)
2007 – 2009	board of the young CVP Toggenburg
2007 – 2010	apprenticeship as a bricklayer (structural engineering) EFZ
2010 – 2010	training in sales as an insurance salesman
2011 – 2011	training with SBSS certificate (security & surveillance)
2013	founding of first company (sole proprietorship)
2013	foundation of first public limited company
2014	foundation of first holding company
2014	foundation of further public limited companies and limited liability companies
2014 – 2015	training as insurance broker VBV
2015	foundation of own political party
2016	entry in the Finma register of intermediaries
2016	foundation of first cooperative
2016	foundation of first franchising system
2017	entry in the Cicero register
2022	start of HF business economist programme
2022 – 2023	higher business diploma tBI
2024	start of executive master of business administration (EMBA)

PROFESSIONAL CAREER

2007 – 2010 **Oberhäsli Bau AG, apprentice**

- apprenticeship as a bricklayer (building construction)
- management of small construction sites

2009 – 2012 **Il Team AG & Just Be Partner GmbH, insurance consultants**

- Consulting and optimisation of all insurances, for individuals and legal entities

2010 – 2012 **Securitas AG & Securitrans Public Transport Security AG, security specialist**

- traffic service, security service

2012 to present **Swiss Army, sergeant frist class**

- management group, platoon, company command (marches, army mission WEF)

2013 – 2014 **IB Suisse Traber, financial services provider**

- business and staff management, acquisition and sales
- finances and contracts, administrative tasks of all kinds

2013 to present **IB Suisse Broker AG, Board mandate**

- founder, Managing Director
- management of around 25 employees for several years (sales manager)
- acquisition, sales, customer support
- leading weekly training seminars for employees and customers
- developed, introduced and implemented sales marketing in mass distribution
- brand message dissemination 'We sell according to performance and not price'
- establishment of a franchising system (brand affiliation) / binding external companies to the IB Suisse franchising (27 IB Suisse companies and around 10 other licence companies)
- management of finances, compliance, IT infrastructure
- administrative tasks of all kinds

2014 to present **Uniestro AG, founder, board member**

- management, HR and finance management
- acquisition, sales, customer care
- customer marketing (loyal, long-term customer acquisition)
- leading seminars for customers and employees
- creating a company band, UNIESTRO is more than just a company in the business sector
- recruitment of personnel, internal and external experts
- administrative tasks of all kinds

2016 to present **soccey AG, board member**

- head of Finance
- financial accounting
- payroll accounting
- social insurance
- annual financial statements and tax returns
- administrative tasks of all kinds

2017 to date **Olymp Star GmbH, authorised signatory**

- co-decisions and discharge of the management in all business projects
- acquisition of football clubs (international)
- introduction of a proprietary software solution for clubs, players and management (digital contract negotiation)
- administrative tasks of all kinds

2018 to present **HMT Solution AG, insurance consultant**

- advice and optimisation of all insurance policies, for individuals and legal entities
- financial planning, for individuals and legal entities

2019 to 2021 **DiMedia GmbH, management**

- co-decisions and relief of the management in all business projects
- management support in customer acquisition (acquisition marketing)
- management of the finances
- administrative tasks of all kinds

2019 to 2021 **admify AG, board member**

- business and financial management
- acquisition, sales, customer care, customer marketing
- introduction of a proprietary software solution for customers and employees
- administrative tasks of all kinds

2022 to present **Crystal Pool AG, board member**

- supporting the management in administrative and commercial matters

KNOWLEDGE AND INTERESTS

EXPERTISE

- management / interim management
- acquisition / sales / sales marketing / customer care marketing
- referral marketing (around 90 % of customers come from referrals)
- very strong in cross-selling (UNIESTRO was originally conceived in this way, I have been actively cross-selling since 2009)
- management consultancy, fiduciary services, insurance
- coaching and controlling of managing directors in the SME segment (client = partner)
- company formations / legal advice (supporting with internal and external experts)

DEVELOPMENT

Since becoming self-employed, I have been developing and creating concepts for the management consultancy, fiduciary, legal services, notary services and administration of natural and legal persons sectors. This sector will change enormously with increasing digitalisation, as will the demands of customers towards us service providers.

SUMMARY

In short, I am a management consultant with a broad economic knowledge and very strong in sales (of natural and legal persons).

LANGUAGES

mother language	Swiss German
written language	German
foreign languages	English