

JASON STUDERUS

FROM PRODUCT DEVELOPMENT TO BRAND SUCCESS



PROFILE

Thanks to my expertise in digitalization and product development, I can competently address the issues of our time. I possess strong negotiation skills with a commitment to finding the best mutual solutions.

With my creative way of thinking and the ability to communicate in a target group-orientated way, I can confidently in leadership roles and inspire customers through appropriate communication.

LANGUAGES

German, Native

English, C1 (fluent)

Italian, B1 (proficient)

French, A2 (basic knowledge)

Spanish, A2 (basic knowledge)

CONTACT

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SUMMARY

- 7 years of experience in product and marketing management
- Successful development and market launch of multiple products for Swisscom (Switzerland) AG
- MAS in Marketing Management at ZHAW (enrolled)
- Assertive personality with strong communication skills and confident stakeholder management
- Negotiation skills in German and English, fluent in Italian
- Passion for digital innovation, product marketing, and communication

PROFESSIONAL EXPERIENCE

Senior Product Manager – Switch 01.2024 -
Zurich

- Head of product marketing in the area of cyber security
- Responsibility for product management in the area of cyber security
- Supporting the strategic development of the Switch brand
- Implementation of design thinking and lean management

Sabbatical 08.2023 - 10.2023
Supporting a local aid project in Sri Lanka, Asia

Swisscom (Schweiz) AG 09.2017 - 07.2023
Zurich / Bern

Senior Product Manager B2B 05.2022 - 07.2023
Successful launch of Mail-Security & Secure Internet Traffic

- Responsible for the product portfolio InOne-KMU at Swisscom
- Further development of the offering strategy for the business customer market
- Digitalization of customer journeys for Swisscom B2B customers
- Conceptualization and implementation of external product communication
- Enhancement of the proposition through innovative cyber-security products

Product Manager Wholesale 05.2017 - 05.2022
Successful launch of Direct Internet Access

- Co-responsibility of the Swisscom Wholesale data product portfolio
- Co-management of product marketing for wholesale connectivity products
- Development of innovative connectivity products for the wholesale market
- Leading agile product development with internal and external stakeholders
- Agile project management according to SAFe framework
- Proactively driving forward the digitalisation of wholesale processes

Founder und Owner – Information Solutions 07.2015 - 05.2017
Zurich

Establishment of an IT SME with 12 corporate clients

- Customer service/acquisition, creation of new business fields
- Management and implementation of IT projects in the SME sector
- Employee and team leadership of up to four team members
- Digitalization of company processes

SOFTWARE SKILLS

Adobe Creative Suite

Used professionally

Microsoft Office Suite

Used professionally

Google G-Suite

Excellent proficiency

Cloud applications

Azure & Google-Cloud

Programming languages

Java, HTML, CSS

SOFT SKILLS

Consistent and profitable working approach

High negotiation skills with suppliers and customers up to C-level

Strategic communication ability towards international and external audiences

Strong leadership qualities across interdisciplinary teams

Structured approach to complex problem solving

Team player with a collaborative character

Ability to inspire people for a common cause

INTERESTS

Yoga

As a balance in daily life, yoga helps me maintain a clear mind and focus on the essentials, even in hectic situations.

Cooking

Cooking is my great passion. I absolutely love eating and enjoy experimenting with new flavors and dishes.

Bikepacking

Traveling by bike is the ideal speed for me. This way, I can experience people and places while still getting from A to B. Especially with bikepacking, I can fully immerse myself in nature and journey to the most remote places—like cycling through Africa and Asia.

PROFESSIONAL EXPERIENCE

Key Account Manager – Simpleshow GmbH

07.2016 – 05.2017

Zurich / Berlin

Management of Swiss customers at Simpleshow, including 51% of SMI companies.

- Strategic management of the Swiss market for explainer videos
- Mediation between clients and project teams at simpleshow
- Presenting solution concepts to clients and developing customized proposals
- Leading and implementing participation in international tenders
- Appearances at trade fairs and events as a speaker and representative of simpleshow

Junior Project Manager – Information Factory AG

01.2015 – 01.2016

Zurich

Responsibility for the recruitment and management of the helpdesk

- Management and support of software projects for the financial sector and authorities at cantonal and national levels
- Requirements engineering and mediation in meetings between clients and project teams
- Learning JAVA basics and applying HTML and CSS

Apprentice in Telematics – Alpiq Intec Ost AG

08.2011 – 07.2015

Zurich

EDUCATION AND FURTHER TRAINING

MAS Marketing Management

2024 –

Zurich University of Applied Sciences (ZHAW)

- CAS Service Design & Innovation
- CAS Strategisches Marketing
- CAS Marketing Automation & Artificial Intelligence
- CAS Digital Brand Management

CAS Consulting & Communication

2019 – 2020

Hochschule für Wirtschaft Zürich (HWZ)

SAFe Product Owner/Product Manager (4.5)

2018

SAFe® PO/PM Zertifizierung

SDN Fundamentals

2017

HSR Hochschule für Technik Rapperswil

Telematiker EFZ

2011 – 2015

Technische Berufsschule Zürich

Final Grade: 4.7

FURTHER EXPERIENCES

Freelance Art Director and Photographer

03.2020 –

Zurich – www.jasonstuderus.com

Fictional and documentary photography, conception and realisation of campaigns as well as implementation of personal and corporate branding projects.

- Visual communication
- Adobe Suite (Photoshop, Illustrator, InDesign, Lightroom)
- Collaboration with agencies

Co-Founder Cielato

03.2022 – 07.2023

Zurich – www.cielato.com

Bio-vegan ice cream brand from Zurich. Establishment of the brand „Cielato“ along with responsibility for business setup and marketing.

- Brand Management
- Business Development