

Brigitte Müller

BM Conseils

Strategy, Marketing, Communications

Since 2002 she is running her own marketing & communications business, specialising in the following areas:

- Strategic marketing-, communications- & media- & planning
- Brand- & product strategies & management
- Market research & analysis
- Marketing-, communications-, event & merchandising concepts & solutions
- Customized decision-, working & communications processes
- Selection, hiring & coaching of agencies

She has acquired her broad marketing & communication skills during her career within McDonald's Switzerland, where she started in 1988 as the local marketing coordinator for the three McDonald's restaurants in Zurich. During thirteen very intensive years, she contributed massively to the success of McDonald's in Switzerland. After the opening of the 140th restaurant and in the position of Marketing Manager for McDonald's in Switzerland, she decided to become an independent marketing & communications consultant, putting her broad know-how at the service of other companies in Switzerland, Germany & Austria.

Current customer portfolio:

- CosmoHelvetia Ltd.
- Forum Economique du Nord Vaudois, Yverdon-les-Bains
- GS-Assurances, Servion
- McDonald's Restaurant
- SV Foundation, Dübendorf
- SV Group (Switzerland, Germany, Austria).

Brigitte Müller
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CURRICULUM VITAE

Surname: MÜLLER
Name: Brigitte
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Date of birth: 31.12.1965
Place of origin: Brugg (AG)
Civil status: Single

Professional experiences:

2002

Independent marketing- & communications consultant

- Strategic marketing-, communications- & media- & planning
- Brand- & product strategies & management
- Market research & analysis
- Development implementation of sustainable & innovative marketing-, communications-, event & merchandising concepts & solutions
- Customized decision-, working & communications processes
- Selection, hiring & coaching of agencies

Current customer portfolio: CosmoHelvetia Ltd.; Forum Economique du Nord Vaudois, Yverdon-les-Bains; GS-Assurances, Servion; McDonald's Restaurant, SV Group (Switzerland, Germany, Austria); SV Foundation, Dübendorf.

2000 – 2001

Administration director of Valmacona SA, managing 4 McDonald's Restaurants based in Collombey & Le Bouveret (VS), Montreux & Vevey (VD).

- Development of strategies & business plan for this new company
- Development & implementation of company's structure
- Analysis of profit & loss statement and adaptation of business strategies & tactics
- Human resources & compensation (500 employees)
- Regional marketing & communications strategies & plan



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1996 – 1999

- Manager Marketing Services McDonald's Restaurants (Suisse) SA, Crissier
- National & regional marketing strategies & plan and new merchandising concept, implementation of national and regional campaigns
 - Strategic alliances
 - Development of budget & budget control
 - Hiring, coaching and evaluation of agencies
 - Leader of special projects: opening of the 100th restaurant, launch of McPlane (world premier)
 - Marketing- & communications consulting for franchisees
 - Training of national and regional marketing consultants
 - Member of the Worldwide Local Store Marketing Board

1993 – 1996

- Marketing Supervisor McDonald's Restaurants (Suisse) SA, Zurich and Crissier (VD)
- Kids and experience marketing strategies and concepts
 - Development and implementation of regional marketing plans for the German and French part of Switzerland
 - Local integration of existing and new restaurants, grand openings of new restaurants in the different markets

1991 – 1993

- Marketing assistant McDonald's Restaurants (Suisse) SA, Zurich
- Project management for the launch of the two McTrains (world premier)
 - Responsible for the local and regional marketing in the German part of Switzerland

1988 – 1991

Local marketing coordinator and public relations for the McDonald's restaurants in Zurich and agglomeration

1986

Secretary and assistant of the sales department KAVO FRANCE, Paris

1985 – 1986

Secretary, FIDES Trust Company, Zurich



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1982 – 1985

Apprentice as employee of commerce KAVO DENTAL AG, Brugg

Languages:

German: Mother tongue
French: 2nd language
English: Very well - oral and written
Italian: Basic knowledge

Education/Schools:

1989 – 1990 School of commerce Zurich; certificate of advertising assistant
1985 Eurocentre Brighton – GB (proficiency)
1982 - 1985 School of commerce Brugg; certificate of employee of commerce
1978 - 1982 Secondary school Brugg
1973 - 1978 Primary school Brugg-Lauffohr

Hobbies:

Passionate scuba diver: skiing; swimming



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