

Curriculum Vitae



Christian Bucheli

Via Lucchini 8

CH-6900 Lugano

Switzerland

+41 79 356 47 67

christian.bucheli@swissonline.ch

Personal Information

Single **Marital status**

Swiss **Nationality**

30th December 1967 **Date of Birth**

Menziken AG **Place of Birth**

Civil Service **Military**

Professional Experience

Netsale is Internet Shop designed for savvy customers to purchase electronics and computer goods at very low prices.

The philosophy is to not provide the customers with services and in exchange to grant them serious discounts. The marketing concept behind Netsale is based on Pirate and Viral Marketing components. For more information visit: www.netsale.ch

Since summer 2002 additionally Associate of:

Netsale G.m.b.H, Zurich, Switzerland, Internet Shop

Adventique is a Business Consulting Company concentrating on marketing, e-marketing, strategy and organization. It was founded as a consequence of the positive echo the freelancing activities of Chris Bucheli were welcomed with.

It has a very heterogeneous customer portfolio, which allows it to benefit from a very valuable exchange of experiences.

In addition it runs additional ventures based on business ideas developed with their partners. More information at www.adventique.com

2002 until now Founder and CEO of:

Adventique S.a.g.l, Lugano, Switzerland, Business Consulting

UCP is one of Deutsche Telekom's most renowned ventures. Famous for their wireless portals uboot.com and sms.at in Austria, Universal Communication Platform expanded internationally short after. In February 2001 UCP decided to found a second business line remarketing their software solutions to the B2B channel.

2001 Freelancing Project Manager and Consultant for:

UCP AG, Lugano, Switzerland, Mobile Portals and Solutions, Computing/Software

I accepted to structuring a powerful wireless solutions business by

- defining and introducing a state of the art portfolio
- creating competitive pricing and business models
- driving B2B related marketing
- defining all process required in sales, project management and finance

This position was directly reporting to the board and crucial to the further development of UCPs wireless solutions business. The project was successfully presented end of August 2001

ABB CHINF is ABB's central resource for company wide IT-solutions. In early 2001 they started designing a VPN solution, which allows remote users to access the entire IT infrastructure of the company through the internet.

I accepted to act as external project manager for Oniko AG. Main tasks were

- to make a real product that was resell able within the group
- document the product on different levels and in different languages
 - beta test the product in the different environments of the different branches and improve it continuously

The project was successfully presented and handed over to the client early June 2001

2001 Freelancing Project Manager and Consultant for:

2001 Oniko AG, Brunegg, Switzerland, Computing/Services

International Director Business Development – In one of Switzerland's most prestigious responsible for the international business development in- and outside of the company. Currently setting up and putting in place a marketing strategy and procedures to help become SoftWired the number one player in message oriented middleware.

Major tasks there in are, creating and implementing a new corporate identity, defining and implementing entire marketing plan, recruit employees, evaluate and tailor IT infrastructure for internal sales and marketing requirements. Reporting directly to the board.

2000 SoftWired Inc, Zurich, Switzerland, Computing/Software

Marketing Manager Europe Call Center Products – As member of the European Management Team plan, coordinate and control all marketing activities all over Europe and own full budget responsibility. Design and further develop marketing strategy. Setup and run of Pan European PR and Marketing Agency Network. Direct worldwide newsmagazine. Manage european marketing team. Drive branding campaign in close cooperation with corp.

Product Manager Call Center Products – Design and realize all paneuropean Marketing Communication activities to promote the a.m. product range, Sales Force Training/Briefing, Reporting, Product Development, Competition Analysis, Pricing

Marketing Manager Switzerland & Austria – All Marcom activities for the entire offering in tight cooperation with European Marketing and US Guidelines. Corporate Identity, Public Relations, Organization of Front and BackOffice IT Solution to fulfil business tasks like Database, GroupWare etc. Strategic planning of paneuropean marketing and global company message. 2 assistants in Zurich and Geneva. Reporting to head of European Marketing in Paris

**1998 - 2000 Cincom Systems AG,
Zurich, Switzerland,
Computing/Software**

**Project Manager Client Migration
Windows NT 4.0** - Coordination and
planning of pilot user roll out, training,
hard and software procurement through
self-developed Database and MS Project
for 3 Sites with a total of 1400 users.
Head of team migration. Reporting to
directly to IT Management at ABB
Industries

**1997 ABB Industries Switzerland,
Computing through PCI Systems
Oftringen**

**Project Manager World Wide Remote
Access Solution** – Evaluation and
international Beta Testing of a solution
that enables mobile workforce to access
local IT Infrastructure at highest possible
speed and lowest cost

Project Manager Intranet – In a very
early phase it was the task to coordinate
and centralize the numerous intranet
initiative all over the company and
familiarize decision makers with
possibilities and limits of the technology

Marketing Manager and Strategic Officer - Advertisement, media selection, direct marketing actions and their coordination, redefinition of internal processes and implementation of an intranet, selection of new products to be marketed, exploring new ways to market products, creating bundle actions with hardware suppliers, creation of brochures and flyers, dealing with newspapers and magazines, write press releases

1996 – 1997 Micrografx Switzerland, Software

Freelancing employee – During my studies I was, on a project base, in charge of direct marketing, pricing, publicity, product promotions, worked at Orbit Exhibition 94 and 95 and managed further projects to evaluate software solutions for the companies accounting department and the stock management

1993 - 1996 Micrografx Switzerland, Software

Trainer/Teacher – Also during my studies I trained attendees in classic office packages like Windows, WinWord and Excel, created exercises and case studies, but also introduced them to the “inner life” of PCs and MS DOS

1993 - 1996 Migros Clubschulen AG-SO Switzerland, Computer Training

Area Manager Switzerland – After a pure area Sales Manager position I got promoted to manage all activities in Switzerland including establishing new headquarters in Zurich. The daily tasks included direct marketing actions, promotion, servicing, travelling, advertising as well as classic acquisition via phone and visits at prospect sites

1992 - 1993 LaserMedia Ltd. UK, Multimedia Based Training Computer Systems

Sales Assistant – Regional sales back office responsibility for UK, IRL, USA, and CDN, I, B, N, NL. Most common tasks were ordering, offering, contact person and trouble-shooter for foreign resellers but I got also assigned tasks in project groups

Area Sales Manager Near- and Middle East – Selection and contracting of possible partners in the a.m. area. Country specific pricing, training of foreign resellers as well as reception of important customers from those countries

International Customer Service Engineer and Customer Trainer - Installation, repair and service on PCB assembly machines on site at customers. Training of customers on site or at Swiss Headquarters, Exhibitions, Hot-line information, Sales aid, extensive travelling with mid range missions from 1 to 3 weeks.

1990 - 1992 Sprecher und Schuh Ltd, Aarau, Switzerland, Low Voltage

1989 - 1990 - Amistar Ltd. Wettingen, Switzerland, PCB Board Assembling Machines

Educational Background

Executive MBA in International Management Consulting, refer to www.mba-imc.de

Currently Universities of Applied Sciences of Olten, Switzerland and Ludwigshafen, Germany

Italian language studies

1996 Università per stranieri di Perugia, Italy

Italian vocabulary, grammar, economy, art, literature and history

Studies in economics and economy with marketing as main discipline. Diploma as Business Economist which equals to a degree between BA and MBA (Betriebsökonom HWV)

1993 - 1996 Höhere Wirtschafts- und Verwaltungsfachschule Olten, Switzerland

Spanish Diploma Nivel Basico (95)

Beginners course in Spanish with built up a solid base for the ongoing studies at HWV Olten

1993 Abendschule Lenzburg

6-Month preparation course for acceptance at HWV Olten. Accounting up to Swiss KV Degree level

1993 Feusi Schulen Olten

PC Training courses for MS DOS, Word 5, Windows 3.1, MS Word and MS Excel

1990 – 1991 Internal Training Dept. at Sprecher and Schuh

Rethorics and texting Seminars

Studies in electronics and digital techniques. Computer science and mathematics. Diploma as Radio - TV Electronician

1984 - 1988 Berufs- und Gewerbeschule Brugg, Switzerland

Languages Skills

Mother tongue **German**

Oral very well **English**

Written very well

Spent several months in the US and other English speaking countries

Worked since 1989 for American companies or had Anglo-Saxon clientele

Cambridge Proficiency Exams

Oral well **French**

Written well

Worked several weeks in France, Belgium and the French part of Switzerland

Spends a lot of leisure time in the French part of Switzerland

Oral well **Italian**

Written well

Worked and lived in Italy and the Italian part of Switzerland

Served the Swiss Army in the Italian part of Switzerland

Studied at the University of Perugia

Oral well **Spanish**

Written well

Nivel Basico November 1995

Studies and travelling in Mexico August 1995

Extracurricular Knowledge

Internet Technology, content structuring,
programming, site building **Computing**

Adobe GoLive and Photoshop

Microsoft Office incl. Access

Microsoft Project

Microsoft Outlook extensively with all
GroupWare functions

Hard- and Software support

In depth knowledge about the
possibilities of GSM telephony in
combination with handheld devices like
Palm Pilot and their integration into
corporate GroupWare environments **Mobile Communications**

Mobile computing via GSM, GPRS,
Wireless Lan and other mobile
technologies

Mobile commerce and interfacing with
Internet platforms, mobile billing

Recording, cutting, splicing and editing.
Song composition, mix down and
remixing. **Sound Engineering**

Teaching of various contents from sports
(snowboard teacher during vacations) to
technologies and communication
techniques. **Coaching and motivating**

Leisure Time

Since the late 80s passionate freerider and freecarver who spends most of the weekends in Winter up in the tremendously beautiful alps.

Snowboarding

Since 95 the winter's boarding feeling got its access into summer. Riding a 6.4 semi sinker board once or twice a week per year.

Surfing

At non-wavy Swiss summer weekends the skurf or wakeboard is the companion to travel sideward over the water.

Wake Boarding

The source of inspiration to my soul. A part of my life that always played a very important part, from just listening, to DJ mixing until arranging own songs and tracks in the private sound studio

Music

Professional References

Mr. Michel Winzenried **Ex. CEO Lasermedia Switzerland Ltd.**

Rue. St-Roch 40
CH-1000 Lausanne
+41 21 646 18 26

Mr. Daniel Gruber **CEO Micrografx, Switzerland**

Birkenstrasse 49
CH-6343 Rotkreuz
+41 41 799 89 20

Mr. Marcel Altherr **EX CEO Softwired Inc, Switzerland**

Gemsenstrasse 9
CH-8006 Zurich
+41 1 350 56 56

Mr. Adrian Haeusermann **Managing Director and Founder of
Denkwerk GmbH, Switzerland**

Muehleweg 13
CH-5603 Lenzburg
+41 79 224 99 94

Obtained Certificates



Certificate

Lugano 31.08.2001

To whom it may concern,

Christian Bucheli, born Dec. 30, 1967 in Schwarzenberg (Canton of Lucerne) joined Universal Communication Platform AG on a project basis as project manager and consultant in early June 2001.

UCP AG, a leading operator of wireless portals in Europe, had earlier in the year taken the strategic decision to diversify by reselling wireless know-how, products and services to business customers.

Christian's assignment was to shape this new B2B initiative in a way that allows UCP to grow an additional, sustainable line of business. Therefore his primary tasks were:

- Define a compelling product portfolio out of our many solution components
- Create competitive business models and attractive pricing structures around this portfolio
- Drive the entire B2B related marketing communication and implement sales aid tools
- Field and desk research regarding competition and best practise analysis
- Define procedures for sales cycle management, project management and invoicing in tight cooperation with finance and engineering
- Structure the B2B organisation and define the interfaces to the other departments in our company
- Steer a subproject for the design and roll out of a company wide sales force automation tool

Christian's industry experience and business know-how allowed him to get operational in a very short time. He successfully mastered all of the above-mentioned tasks and achieved to implement a robust and easy to understand tool kit – as basis of the future success of our B2B arm.

Apart from his technical understanding, Christian's international experience, his excellent language skills and open communication were as important for the success of his project as his professional approach in project management.

Christian impressed us by thinking beyond the boundaries of isolated projects. By dealing professionally with detail tasks, he still was able to keep an overall perspective.

It was a busy three months and we enjoyed working with Christian a lot. We would like to thank him for his valuable contribution to building the necessary infrastructure within UCP and are looking forward to working again with him on further projects. In the meantime we wish him only the best for his business and private live.

Sincerely

Marwan Saba
CFO UCP AG

Christian Bucheli
CEO UCP AG

Obtained Certificates



Softwired

Letter of Reference

Zurich, Monday, November 06, 2000

To Whom It May Concern

Christian Bucheli was employed by Softwired on May 2nd 2000 and is at the time of writing this letter of reference still working as its Director of Business Development, a position designed to foster and grow our business in a sustainable way in and outside the boundaries of our offices.

After receiving his resume and the first interviews I felt, that Chris would be an excellent candidate for the position we intended to man and a perfect match for our team – a first impression that the cooperation with him clearly underlined. During the employment with Softwired, Chris had different rules and tasks to fulfill, which he embraced quickly. Within our marketing department he successfully introduced new organizational structures and processes as well as tools that allowed Softwired to streamline its operations and prepare it wisely for the next growth phase. This was a challenge that required Chris to hire additional personnel for various positions in different departments as well.

Outside our operations Chris was responsible for the design and implementation of a marketing and channel strategy detailed enough for Softwired to tackle and win the most profitable customer segments. As a foundation, this required him to initially verify Softwired's existent perception in the market and to compare it with the one required to succeed. It became obvious, that the company urgently needed to drastically improve its brand image in order to build a solid base to communicate on. A conclusion, which led to the creation and the introduction of a brand new Corporate Identity, as much as the total redesign of our company web-site, numerous direct marketing actions, advertisement, public relations as well as the participation at several shows in Europe and the Americas.

Chris has shown a very professional approach to the business with a high level of personal initiative, flexibility and dedication to work. Through his professional understanding of the business, he was able to significantly and successfully contribute to many sales and marketing projects. His extraordinary language skills (both orally and written) have helped communicating Softwired's message to the market efficiently.

more

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Softwired

He is very creative and can communicate his ideas very simply and transparently. He thinks in a complete and very networked way, which guarantees that his proposals do consider eventualities and difficulties, as much as synergies more and less obvious. Therefore the outcome of his work is excellent in both, quantity and quality.

As a person he is very sincere and expects the same from his peers. Chris is a team player with principles and strong ethical values. He is willing and able to sacrifice short-term success for the sake of a long-term improvement and can convince others to do alike. These attitudes let him get along very well with the entire team and brought him acceptance and credibility. He is both, visionary and pragmatist enough to drive companies in our new economy, a combination rarely found. His open attitude and very professional approach has won him my respect and trust.

Chris asked for this letter of reference in order to take up new challenges and I would like to thank him with this letter for all the efforts he put into his work. I can only recommend him to you and wish Chris the best for his personal and professional future.

Sincerely,

Marcel Altherr
Chief Executive Officer
Softwired Inc.

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TO WHOM IT MAY CONCERN

I have worked with Christian Bucheli (CB) for close to 2 years. CB was hired as a generalist marketing professional for the Advanced Technology Group in Cincom. I was in those days Director for this operations European arm. CB was reporting to our European Marketing Manager, and this person reported to me. CB was given the product championship for our Call Center offering in a matrix-like marketing organisation. CB's role here was to own this product at the European level, and coordinate implementations of marketing initiatives with his marketing peers in other countries. Similarly CB was responsible for implementing marketing initiatives for other product lines in Switzerland, i.e. for products that a colleague would champion across Europe.

On 1st of October, 1999 we reorganised such that the Call Center initiative became a separate initiative under my responsibility for Europe, Middle East, and Africa, and I asked CB to join our Management Team for this new group and head up the marketing function for the area as such. CB's strong language skills and experience in working internationally were some of the key factors guiding my choice. The Call Center Solutions Business is one of the strategic focus areas for Cincom, and so this was a promotion and a new challenge for CB. The position has budget responsibility as well as a pan european marketing team reporting to CB. CB has in this function also worked closely with our corporate marketing function in the US and external marketing solicitors like ad and PR agencies. CB's communications skills were therefore essential for us to build a successful operation. In this role I have then worked closely with him for almost half a year, and I have appreciated it a lot. I have come to know him as a dedicated, highly motivated, and creative person that works well independently, and with his peers. I am pleased to say that I can only report positively on both the quantity and the quality of his work. CB has high demands upon himself - driven also by strong ethical values, and he has the same high expectations of the people he works with. Also at the more global organisational level of Cincom, CB has provided positive and valuable input to our thinking.

Therefore I count on an ongoing exchange with Chris after his time with Cincom. CB is leaving Cincom Systems, to further develop his strengths in a new environment. I wish him all the best in his future career.

Zürich, in March 2000

Cincom Systems

Paul Spring
Director EMA CCTG

Cincom Systems S.A.

Argite • Trugzuerstrasse 40 • CH-8050 Zurich • Telefon +41 1 303 15 50 • Fax +41 1 303 15 56
Roule des Acacias 48 • CH 1227 Carouge/Genève • Téléphone +41 22 309 08 80 • Fax +41 22 309 08 86
Internet: <http://www.cincom.com>
MWS7-1/A 118 268

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15 February, 2000

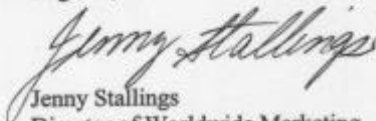
To whom it May Concern,

I began with Cincom in October 99 and I only worked with Chris Buchelli for a short time. But, during this short time, I was very impressed with Chris' marketing instincts and know how.

Chris has a very strategical marketing background and impressed me with his ability to think proactively and futuristically. Chris has a very aggressive style that is suitable in today's fast paced technology arena. He gets the message and the name out their with confidence.

Chris would make a wonderful addition to companies that are seeking self-starters, highly motivated and ethical personnel. Chris is very hard working and dedicated with a great deal of passion for what he does.

Regards,


Jenny Stallings
Director of Worldwide Marketing
Cincom Systems, Inc.

Cincom Systems, Inc.

World Headquarters • 55 Merchant Street • Cincinnati, OH 45246-3732
Phone: (513) 612-2300 • Fax: (513) 612-2000 • <http://www.cincom.com>

Obtained Certificates



March 20th 2000

To whom it may concern

I am very pleased to write this letter of recommendation for Chris Bucheli.

Chris joined my European Marketing management team in May 1998 as a Marketing Manager for Switzerland and Austria, but also in a European coordination role for Cincom Call Center offerings.

In last September 1999, due to a reorganization in our world wide activities, the Call Center activities were grouped in a dedicated business unit for Europe and Chris has been fairly promoted to Europe Marketing Manager role for that activity.

While working together, Chris has demonstrated excellent knowledge of marketing function and a very focused and operational attitude toward business.

Chris is self-acting, well organized and he demonstrates leadership in whole projects he is responsible for.

Chris is open-minded and gives naturally feedback improvement suggestions toward his management.

Chris has a push-ahead attitude and demonstrates excellent abilities to work in an international context with different people, cultures and languages. He is already gifted by speaking 5 different languages.

The above can only magnify his communication skills both in presentation and writing.

Consequently, and based on his past curriculum and his work with Cincom, I believe Chris can succeed in many new endeavors in the services & software industry in various management roles.

I can only wish him all the best for the future.

Sincerely



Jean-François YERGNANGEAL
Cincom Systems, Inc.
Worldwide Marketing Manager
Advanced Technology Group

Groupe Cincom

CINCOM SYSTEMS France : 13, avenue de la Porte d'Italie • 75640 PARIS CEDEX 13 • Tél. 33 1 53 61 70 00 • Fax. 33 1 53 61 70 70
129 rue Servient - 69328 LYON CEDEX 3 • Tél. 33 4 78 63 78 63 • Fax. 33 4 78 63 78 00
SARL au capital de 5 000 000 F • RC PARIS • N° SIREN 304 455 140 • APE 722 Z • N° TVA : FR 48 304 455 140

www.cincom.com

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GmbH, Postfach 355, 4865 Olfingen Tel.: ++41 62 797 97 27 Fax: ++41 62 797 97 34

Arbeitszeugnis

für

Herrn Bucheli Christian, geboren 30.12.1967, von Lenzburg,

war in der Zeit vom 15. September 1997 bis 29. Mai 1998 in der Funktion als

Projektleiter und Teilprojektleiter

bei uns tätig.

Während dieser Anstellungsperiode umfasste sein Aufgabengebiet für unseren Kunden ABB Industrie AG, folgende Bereiche:

Leitung des Projekts Global Remote Access Solution, Intranet und Teilleitung des Projektes Migration NT 4.0. Unter Einsatz von Hilfsmitteln wie MS-Project und eigenen von ihm entwickelten Access Datenbanken, plante, leitete, administrierte und kontrollierte Herr Bucheli die obigen Projekte und trug wesentlich zu deren Gelingen bei.

Auf Grund seiner Projektmanagement Erfahrung, seiner integeren Persönlichkeit und seinen ausgesprochen guten Kommunikationsfähigkeiten hat er seine Aufgaben in allen Belangen zu unserer vollsten Zufriedenheit erfüllt.

Herr Bucheli besitzt eine schnelle Auffassungsgabe und ein vernetztes Denken, was ihm eine schnelle Integration in ein neues Team ermöglicht.

Sein angenehmes Wesen, sein offenes und tadelloses Verhalten gegenüber Vorgesetzten und Mitarbeitern ermöglicht stets eine ideale Zusammenarbeit.

Herr Bucheli verlässt unsere Firma auf seinen eigenen Wunsch, um eine neue Herausforderung anzutreten. Wir wünschen ihm viel Erfolg für seine neue Tätigkeit.


PCI GmbH
Rolf Läubli

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MANPOWER AG
KASERNENSTRASSE 26
5001 AARGAU
T: 062/637 40 40
FAX 062/637 40 41
<http://www.manpower.com>

WIRTSCHAFTSUNIVERSITÄT ZÜRICH
5400 SAARIG, BÄRENSTRASSE 35, 056/204 40 40 + 8950 DETROIT, ZÜRICHSTRASSE 48,
01/746 40 40 + 4600 CHINA, BÄRENSTRASSE 44, 062/207 88 86 + 6210 SÜSSEE,
SANDKAUBESTR. 4, 04/720 83 83 + 09 WOLFF, ZÜRICHSTRASSE 10, 056/519 40 40

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Projektleiter und Teilprojektleiter

bei uns temporär tätig.

Während dieser Anstellungsperiode umfasste sein Aufgabengebiet für unseren Kunden PCI GmbH, Lommiswil, im Hause der ABB Industrie Schweiz, folgende Bereiche:

Leitung des Projekts Global Remote Access Solution und Teilleitung des Projektes Migration NT 4.0. Unter Einsatz von Hilfsmitteln wie MS-Project und eigenen von ihm entwickelten Access Datenbanken plante, leitete, administrierte und kontrollierte Herr Bucheli die obigen Projekte und trug wesentlich zu deren Gelingen bei.

Herr Bucheli führte die ihm übertragenen Arbeiten stets mit grosser Motivation und zur vollsten Zufriedenheit unseres Kunden aus. Sein angenehmes Wesen, sein offenes und tadelloses Verhalten gegenüber Vorgesetzten und Mitarbeitern ermöglichten stets eine ideale Zusammenarbeit, was wir auch stellvertretend für unseren Kunden bestätigen dürfen.

Wir sprechen ihm für seinen vorbildlichen Einsatz und seine sehr guten Leistungen unseren besten Dank aus und wünschen ihm für die Zukunft alles Gute.

Aarau, 19. November 1998


Kurt Christen, Filialleiter



MANPOWER, Offizielles Stellennetz World Cup '98

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UNIVERSITY of CAMBRIDGE
Local Examinations Syndicate
INTERNATIONAL EXAMINATIONS

Certificate of Proficiency in English

This is to certify that

CHRISTIAN BUCHELI

has been awarded

CERTIFICATE GRADE C

in the Examination for the
Certificate of Proficiency in English

Date of Examination **December 1997**

Place of Entry **AARGAU/SOLOTHURN**

Reference Number **97CCH2678027**

Certificate Number **0032150**

A handwritten signature in cursive script, likely belonging to the Vice-Chancellor of the University of Cambridge.

Vice-Chancellor
University of Cambridge

0032150

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HWV

ZÜRCHER HÖHERE WIRTSCHAFTS- UND VERWALTUNGSSCHULE WINTERTHUR

Winterthur, 5. April 1997 mhnb

Arbeitszeugnis

Christian Bucheli, geboren am 30.12.1967 in Menziken AG, hat vom 3. März bis 5. April 1997 im BIGA-Projekt „Flexible Ladenöffnungszeiten“ mitgewirkt.

Das vom BIGA in Auftrag gegebene Projekt untersucht die Auswirkungen flexiblerer Ladenöffnungszeiten auf Geschäftserfolg und Beschäftigung. Nachdem im Rahmen einer Diplomarbeit die Grundlagen des Untersuchungsfelds erarbeitet waren, ging es darum, einerseits eine Telefonbefragung potentieller Arbeitnehmer und Kunden, andererseits eine schriftliche Repräsentativ-Befragung von Unternehmen des Detailhandels vorzubereiten.

Christian Bucheli hat für beide Befragungen am Aufbau der Befragungsinstrumente mitgewirkt. Er arbeitete sich sehr rasch in die Thematik ein und leistete wertvolle Unterstützung. Die Zusammenarbeit gestaltete sich dank moderner Telekommunikationstechnik auch auf Distanz sehr wirkungsvoll.

Leider konnte uns Christian Bucheli seinen Know-how nur während relativ kurzer Zeit zur Verfügung stellen, hatte er doch einen Studienaufenthalt in den USA geplant, den er unmittelbar nach seiner Mitwirkung im Projekt antrat.

Wir danken ihm herzlich für sein engagiertes Mitwirken und wünschen ihm für die Zukunft alles Gute.

Zürcher HWV Winterthur



Martin Hoer

Dieses Zeugnis ist uncodiert abgefasst.

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Herr
Christian Bucheli
Unterer Haldenweg 6
5600 Lenzburg

Rotkreuz, 02. Juli 1997

Arbeitszeugnis

Christian Bucheli, geboren am 30.12.1967 in Menziken AG, hat vom 18. Juli 1996 bis 28. Februar 1997 als Marketingleiter bei uns gearbeitet. In seiner Funktion war er verantwortlich für die Konzeption von Marketingstrategien, für die Definition konkreter Massnahmen und Mittel zu deren Umsetzung und für die Einführung unserer Mitarbeiter in diese Marketingpläne. Ein besonderer Schwerpunkt seiner Tätigkeit war es, neue Produkte für unser Sortiment im Informatik-Markt zu suchen und in dieser Hinsicht Verhandlungen mit den Herstellern zu führen. Er erforschte für uns auch neue Distributions- und Kommunikationskanäle wie z.B. Internet und gestaltete Partnerschaften mit Hardwareherstellern, um unsere Marktpräsenz zu verbreitern. Daneben war er aber auch damit beauftragt, die Prozesse in unserem Verkaufssendienst zu analysieren, zu dokumentieren und danach zu optimieren.

Wir waren mit der Arbeit von Christian Bucheli und deren Resultate sehr zufrieden. Er hat dazu beigetragen, dass unser Unternehmen nach einer kritischen Phase als Gewinner dasteht. Er war mit sehr viel Initiative und unternehmerischer Mitverantwortung für uns tätig. Als innovativer, dynamischer und flexibler Mitarbeiter wurde er zu einem überaus geschätzten Mitglied unseres Teams, nicht zuletzt auch wegen seines Informatik-Know hows und seiner fremdsprachlichen Fähigkeiten. Er begegnete Vorgesetzten und Mitarbeitern immer mit dem gebotenen Respekt.

Christian Bucheli verlässt uns auf eigenen Wunsch, um eine längere USA-Reise anzutreten. Wir wünschen ihm für den weiteren Verlauf seiner beruflichen Laufbahn viel Erfolg und persönlich alles Gute. Wir freuen uns darauf, nach seiner Rückkehr den Kontakt wieder aufzunehmen, sei es auf geschäftlicher oder privater Basis.

GRUBER ConsulTrade

Daniel Gruber
Geschäftsleiter

UNSERE FIRMA BEKENNT SICH ZU UNCODIFIZIERTEN ZEUGNISSEN.

MICROGRAFX Info-Service
c/o GRUBER ConsulTrade
Bekennerstrasse 49 - 6045 Rotkreuz
Tel: 041-739 89 20 • Fax: 041-739 89 25
E-mail: gr18@rot.ch • <http://www.grubermicrograf.ch>

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HWV OLTEN Höhere Wirtschafts- und Verwaltungsschule

Name Christian Bucheli
 Geboren 30.12.67
 Bürger von Scherzenburg LU

Diplomarbeit

Thema
World Wide Web als Medium der Marketingkommunikation
 Diplomarbeitsnote 5.3

Der Inhaber dieser Prüfungsurkunde ist berechtigt, den Titel
Betriebsökonom HWV
 zu führen.

HWV OLTEN
 Eidgenössisch anerkannte
 Höhere Wirtschafts- und Verwaltungsschule

Olten, 21. August 1998

Der Direktor:



Fachnoten	
Betriebswirtschaftslehre	5.4
Mathematik	6.0
Organisations- und Führungslehre	5.1
Rechnungswesen	4.8
Volkswirtschaftslehre	5.5
Wirtschaftsinformatik	5.3
Deutsch	5.0
Französisch	5.4
Englisch	5.2
Spanisch	5.6
Staat, Wirtschaft, Politik	5.3
Finanzwissenschaft	4.7
Betriebspsychologie	5.7
Marketing	5.0
Personal und Ausbildung	5.4
Statistik	5.4

Fachrichtung Marketing

Marketing I	5.0
Marketing II	5.1

Gesamtschnitt

Gesamtschnitt	5.3
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Für den Fachnotendurchschnitt zählen die beiden besseren Fremdsprachennoten.
 Von den beiden Wahlpflichtfächern 'Staat, Wirtschaft, Politik und Finanzwissenschaft'
 zählt für den Gesamtschnitt nur die bessere Note.

Obtained Certificates



Instituto Cervantes

DIPLOMAS DE ESPAÑOL COMO LENGUA EXTRANJERA: CALIFICACIONES

El candidato cuyos datos constan a continuación ha superado los exámenes del Diploma Básico de Español como Lengua Extranjera en la convocatoria de noviembre de 1995.

Apellidos: **BUCHELI**
 Nombre: **CHRISTIAN**
 Sexo (*): **H**

(*): H: Hombre, M: Mujer

Fecha de nacimiento: **30-12-67**
día - mes - año

Lugar de nacimiento: **MENZIKEN**
 País de nacimiento: **SUIZA**

Código de inscripción: **95NB75603010019**

Lo que se hace constar, a efectos acreditativos, en tanto el Ministerio de Educación y Ciencia del Reino de España expida el correspondiente diploma.



Alcalá de Henares, 14 de febrero de 1996

	Grupo 1		Grupo 2	Grupo 3	
	Comprensión de lectura	Expresión escrita	Gramática y Vocabulario	Comprensión auditiva	Expresión oral
Puntuación máxima	20 puntos	15 puntos	20 puntos	15 puntos	30 puntos
Puntuación mínima	24,5 puntos		14 puntos	11,5 puntos	
Puntuación obtenida	32,50 puntos		17,33 puntos	40,25 puntos	

MUY IMPORTANTE:

En caso de que observe algún error en sus datos personales, indique aquí los datos correctos y remita **inmediatamente** (antes del día 4 de abril) a su centro de inscripción la parte inferior de esta hoja.

Si todos los datos son correctos, no es necesario que haga nada.

Dado que los datos personales que constarán en su diploma serán los aquí señalados, en caso de que no nos haga llegar este resguardo -y sean incorrectos- deberá pagar los gastos correspondientes si desea que se le emita un nuevo diploma.

Apellidos: _____

Nombre: _____

Sexo (*): _____ (*): H: Hombre, M: Mujer

Fecha de nacimiento: _____ - _____ - 19____
día - mes - año

Lugar de nacimiento: _____

País de nacimiento: _____

Código de inscripción: **95NB75603010019**

Edificio: 23, 28801 Alcalá de Henares - Madrid, España

Teléfono (91) 886 81 00 - Telefax (91) 885 05 14

Firma del interesado

Obtained Certificates



Monsieur
Christian Bucheli
Kronenplatz 37

5600 LENZBURG

Lausanne le 30 juillet 1993

CERTIFICAT

Monsieur Christian Bucheli, né le 30.12.1967, été employé en tant que Directeur Régional des ventes des produits LaserMedia de Septembre 1992 au 30 juillet 1993.

Ce poste exige une grande disponibilité, de la persévérance, et de l'imagination en dehors de qualités commerciales et informatiques propres à cette fonction.

Dans cette position Mr Bucheli a démontré des capacités exceptionnelles de persévérance et d'enthousiasme. Ses contacts avec la clientèle industrielle de Suisse allemande a permis à LaserMedia de se faire connaître rapidement et de façon efficace.

Toujours à la recherche de nouveaux moyens de commercialisation, Mr C. Bucheli sait les communiquer et en faire profiter ses collègues et la direction montrant par la même des qualités de communication excellentes.

Monsieur Bucheli nous quitte pour continuer sa formation dans le cadre de HWV à Olten.

il est libre de toutes obligations à notre égard, sauf celle du strict respect du secret professionnel, et nous ne pouvons que le recommander chaleureusement à tout futur employeur.

A handwritten signature in black ink, appearing to read "M. Witzenzried".

Michel Witzenzried
Administrateur Délégué

Obtained Certificates

Datum/Unser Zeichen

Datum/Ihr Zeichen

Sprecher + Schuh AG Niederspannungsgesellschaft
CH-6001 Aarau/Schweiz

sprecher+
schuh

ZEUGNIS

Herr **Christian Bucheli**, geboren am 30. Dezember 1967, von Schwarzenberg/LU, war vom 8. Oktober 1990 bis 30. September 1992 als Verkaufssachbearbeiter in unserer Firma tätig.

Er befasste sich mit folgenden Aufgaben:

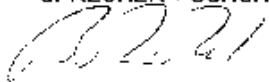
- alle anfallenden Arbeiten einer Export-Verkaufsabteilung
- selbständige Korrespondenz in D, F, I, E
- Auftragsabwicklung
- Preiskalkulation
- Kommunikation zwischen internen Stellen wie Technik, Fertigungssteuerung, Disposition und unseren ausländischen Tochtergesellschaften und Vertretungen
- selbständige Betreuung unserer Vertretungen im Nahen + Mittleren Osten
- Betreuung der internationalen Kundschaft bei Besuchen in Aarau

Herr Bucheli hat sich durch seine gute Auffassungsgabe und die ausgezeichneten Fremdsprachenkenntnisse schnell in sein Aufgabengebiet eingearbeitet. Seinem Flair für EDV (spez. PC's) verdanken wir manchen zeitsparenden Vorschlag, von dem auch andere Mitarbeiter profitieren konnten. Die ihm übertragenen Aufgaben erledigte er immer speditiv und zu unserer vollen Zufriedenheit. Sein Verhalten gegenüber Kunden, Mitarbeitern und Vorgesetzten war stets korrekt.

Herr Bucheli verlässt uns auf eigenen Wunsch. Wir bedauern seinen Austritt und wünschen ihm für die Zukunft alles Gute und viel Erfolg.

Aarau, 30. September 1992

SPRECHER + SCHUH AG



B.E. Reinhard



H.J. Kähr

Verkauf:	Buchsstrasse 7, Aarau	Telefon	064 27 21 21	Teletax	064 27 29 09	Telex	981 223
Technik:	Buchsstrasse 35, Aarau		064 27 21 21		064 27 29 02		981 142

Obtained Certificates

Amistar AG
CH-5430 Wettingen, Switzerland
Landstrasse 17G
Phone 056 / 27 0145
Telex 82519G
Telefax 056 / 28 13 00

Amistar[★]

Z E U G N I S

Wir bestätigen, dass

Herr Christian Bucheli, geboren am 30. Dezember 1967, von Schwarzenbach (LU), vom 03. Januar 1989 bis 30. September 1990 bei uns angestellt gewesen ist.

Herr Bucheli ist als Servicetechniker für unsere Leiterplatten-Bestückungsmaschinen ausgebildet worden.

Seine Tätigkeit umfasste das Reparieren, Installieren und Unterweisen von Bedienungspersonal der Amistar Automaten.


Unsere internationale Serviceverantwortung erforderte von ihm eine häufige Reisetätigkeit in Europa.

Herr Bucheli ist als kompetenter und tüchtiger Servicetechniker bekannt. Die ihm übertragenen Aufgaben hat er sehr selbstständig und zur vollsten Zufriedenheit unserer Kundschaft und unserer Firma ausgeführt.

Sein Verhalten gegenüber unseren Kunden, den Vorgesetzten und Mitarbeitern war stets korrekt und ermöglichte eine gute Zusammenarbeit.

Herr Bucheli hat uns auf eigenen Wunsch und frei von jeder Verpflichtung verlassen. Wir danken ihm für die geleistete Arbeit und wünschen ihm für die Zukunft alles Gute.

AMISTAR AG



A. Seematter
European Service Manager

Wettingen, 13. Dezember 1990

Obtained Certificates



SCHWEIZERISCHE LIÉLNÖSSLSCHAF
CONFÉDÉRATION SUISSE
CONFEDERAZIUN SVIZRA

Fähigkeitszeugnis Certificat de capacité Attestato di capacità

Name / Nom / Cognome / Noms / Prénom / Nome

**Buchell
Christian**

geboren / né(e) en / nasciut nel

30.12.1967

Feinbetrieb / ligt in / origine de / atinenta a

Schwarzenberg LU

01220

11111111111111111111

hat die Lehre als / a terminé son apprentissage dans la profession de /
ha servinto il tirocinio di

Fernseh- u. Radioelektroniker

bei / chez / presso

Wflba TV - Radio

Baumann U. & Wild U.

5103 Wildegg

beendigt und die gesetzliche Lehrabschlussprüfung mit Erfolg bestanden,
et a subi avec succès l'examen de fin d'apprentissage,
e ha superato l'esame finale di tirocinio.

Ort und Datum / Lieu et date / Luogo e data

Aarau, 8. April 1988

Für die zuständige cantonale Behörde:
Pour l'autorité cantonale compétente:
Per l'autorità cantonale competente:



Amt für Berufsbildung
des Kantons Aargau

Chef

H. Feig Kuster

Obtained Certificates



Herrn
Christian Bucheli
Burghalde 60

5600 Lenzburg

5103 Wildegg, 18. Mai 1988

ARBEITSZEUGNIS

Christian Bucheli, von Schwarzenberg, geboren am 30.12.1967, wohnhaft in Lenzburg, trat am 30. April 1984 als Radio- und TV-Elektronikerlehrling in die WILBA TV-Radio ein. Nach vierjähriger Lehrzeit hat er unsere Firma nach erfolgreich abgelegter Lehrabschlussprüfung am 29. April 1988 verlassen.

Während seiner Lehrzeit wurde Christian Bucheli hauptsächlich mit Servicearbeiten in der Werkstatt, Antennenbau und GGA-Installationen betraut. Zwischendurch wurde er im Verkauf im Laden sowie mit Kundendienst am Telefon eingesetzt.

Die ihm übertragenen Aufgaben hat Christian Bucheli stets mit Fleiss und Sorgfalt zum Erfolg geführt, wobei er besonders im 4. Lehrjahr durch selbständiges Arbeiten bereits als vollwertiger Radio- und TV-Elektroniker eingesetzt werden konnte. Speziell hervorgehoben werden muss die freundliche und hilfsbereite Art, für die er bei Kollegen und Vorgesetzten bekannt ist, und mit der er immer einen Weg zu einer erfreulichen Zusammenarbeit findet.

Für die Zukunft wünschen wir Christian Bucheli beruflichen Erfolg und persönliches Wohlergehen.

WILBA TV-HIFI-Video