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Age: 43  
Swiss  
engaged, 1+3 children  
live in a recomposed family



## Mathieu Janin

Head of Communications, Consultant

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### SKILLS

#### Communication

- Consultant in integrated communications (corporate and marketing communications), new technologies (Web 2.0, PR/Marketing 2.0) and Hub Management
- intercultural Relations (French-German « Röstigraben-« Relations)
- Spokesperson and media relations – French- and German-speaking Switzerland
- Crisis Communication and change management
- Conception and development and realisation of corporate communication strategies
- Conception and application of Sunrise's lobbying activities in French-speaking Switzerland
- Presidency of Sunrise Romandie Steering Committee: non-executive committee for the different departments of Sunrise in French-speaking Switzerland

#### Management

- Member of a grand management team
- Strategic and operational management of small and medium businesses
- Management of a corporate communications department
- Coaching of communication specialists
- Recruiting, evaluation and training of employees
- Restructuring and delocalization of a translation department

#### Social Network/ Community Management

- Creation, marketing, launch and moderation of several Social Networks in Switzerland

#### Publishing

- Creation, launch and publishing of several specialised magazines about computers and the Internet: *Orbit News*, *Computer-Infos*, *Bug2000*, *Agrovision*, *Swiss Business Computing*

#### Journalism and writing

- Research, writing and editing of press articles about computers, economics and communication
- Creation of a personal blog about computer evolution and integrated communication: <http://mathieujanin.romandie.com>
- Translation and adaptation from German into French of communication and computer-related content

#### New media

- Co-organisation of the first multimedia show for the *Salon International du Livre et de la Presse* in Geneva (1994)
- Co-organisation of different new technologies meetings
- Referent / Advisor about various topics relating to new technologies

## PROFESSIONAL ACTIVITIES

- 02/11-** Consulting work at **eboutic.ch SA, Lausanne**
- 01/10-11/10 Corporate Communications Manager & Press Officer at **British American Tobacco Switzerland, Lausanne**
- 2009 Freelance consultant, moderation of the social networks “**Communication romande**” and “**Informatique Romande**”
- 2008 until 4/09: Partner & Senior Consultant at **Rochat & Partners Counsellors, Lausanne**
- 2001-2007 : Leading positions in the Corporate Communications department of **Sunrise, TDC Switzerland AG, Rümlang, Renens, Zurich-Oerlikon**
- 1998 - 2001 **President and Chairman of the Board of Polychrome Service Graphiques SA, Le Mont/Lausanne, prepress services and multimedia**
- 1993 - 2001 **Founder member and Director of SUNERGIA Marketing GmbH, Wallisellen / Lausanne :** Publishing, consultancy in integrated communications
- 1991 - 1993 Marketing specialist at **Debrunner AG, St. Gall, steel trading**
- 1990 - 1991 Trainee at **Künzler-Bachmann AG, St-Gall:** publishing and advertising services

## PROFESSIONAL ASSOCIATIONS

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| <b>ICT-SR (Western Switzerland Federation of ITC Associations)</b> | chairman of the board of director, 2011                      |
| <b>Swiss Community Manager Association</b>                         | Founding Member, 2010  |
| <b>.Harbour Club Chief Communications Officer</b>                  | Member since 2010  |
| <b>GRI (French-speaking Swiss ICT Association)</b>                 | Member of the Board, CCO since 2008                          |
| <b>SRRP (French-speaking Swiss Public Relations Society) :</b>     | Past-President 2006-2008                                     |
| <b>Swiss Award Corporate Communications :</b>                      | Member of the jury and French-speaking ambassador since 2006 |
| <b>SPRG (Swiss Public Relations Society) :</b>                     | Member of the board 2005-2008                                |
| <b>Swiss PR Professional Register from the Swiss PR Society:</b>   | Member since 2005  |

## EDUCATION

- 2002-2004** SAWI / SPRI, Lausanne:  
**Head of Communications with diploma from SAWI (marketing communications) and SPRI (public relations) institutes**  
**Head of communications with Federal diploma of higher vocational education and IAA Diploma in Marketing Communications (International Advertising Association)**
- 1991 SAWI – Marketing Planer course, Zürich
- 1987-1989 University of St-Gallen : 4 semesters in business management
- 1985-1987 Gamma Institute, Lausanne : **Diploma in Economics**

## LANGUAGES

- French: Mother tongue

German:                      Fluent (spoken and written)  
Swiss-German:              Bilingual; fluent (spoken)  
English:                      Fluent (spoken and written)

### ***EXTRA PROFESSIONAL ACTIVITIES***

**Federal Expert** at the Professional Education of Specialists in Public Relations (2005-2007)

**Coaching of start-up companies** in integrated communications

**Lecturer** at the integrated communication course DirCom co-organized by SAWI and Swiss Public Relations Institute. Lecturer at FHNW, Olten ( Intensiv Seminar about intercultural "Röstigraben-"Relations).

**Co-founder of the online Swiss Party « Internet Partei/Parti Internet »** (1999-2000): member of the executive committee and responsible for French-speaking Switzerland

**Founder** of the social platform "communication romande" <http://communicationromande.ning.com> (2008-)

**Founder** of the social platform "informatique romande" <http://informatiqueromande.ning.com> (2009-)