

Désirée Frei

General Manager



📅 02 Jan 1995
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With over 10 years of experience in banking, I have continuously expanded my expertise in management support, financial planning, project management, and team leadership. As a co-founder and founder associate of multiple startups, I have gained valuable insights into agile and digital environments and refined my strategic and marketing skills. My degree in Business Administration with a focus on General Management ideally complements my practical experience. I am structured, solution-oriented, and results-driven, with a strong focus on efficiency and sustainable solutions.

Languages

German
English
French

Software

MS Office, Google Workspace, OpenAI's GPT, Zapier, Miro, Slack, Trello, Notion, Learnworlds, Workday, Avaloq, WordPress, FIGMA, Canva, Sherpany

Certifications

PRINCE2 Scrum Master

Scrum Product Owner

Design Thinking UX Basics

Business Concept

Education

Bachelor of Science in Business Administration (Major in General Management)
ZHAW School of Management & Law
2016 – 2019 | Winterthur, Switzerland
Exchange semester at EDHEC Business School in Nice, France

Commercial Apprenticeship EFZ (M-Profile, Banking & Finance Focus)
BZWW
2012 – 2015 | Weinfelden, Switzerland

Professional Experience

- The Spirits Academy**
Head of Operations & Founder's Associate
2024 – 2024 | Remote
 - Strategic development of the company in close collaboration with executive management.
 - Responsibility for product development, market analysis, and identifying growth opportunities.
 - Development and optimization of digital infrastructure (website, LMS, system integration).
 - Creation and execution of targeted marketing strategies and campaigns.
 - Implementation and optimization of HR processes, including onboarding and personnel administration.
 - Efficient structuring and automation of internal processes to drive sustainable growth.
- Workplayz**
Co-Founder
2023 – Present | Remote
 - Established and strategically aligned the company with a focus on digital solutions for remote work.
 - Developed and implemented marketing and sales strategies for market penetration.
 - Introduced agile methodologies to scale the business model.
 - Contributed to product development and platform optimization.
- Freelance**
Business Consultant
2022 – Present | Remote
 - Consulting SMEs and startups in strategic planning, process optimization, and digital growth.
 - Development and implementation of customized office management and automation solutions.
 - Introduction of new technologies, including AI-powered tools and cloud-based systems.
 - Creation and execution of marketing and positioning strategies for sustainable growth.
 - Acting as a sparring partner for entrepreneurs to develop tailored business solutions.
- Raiffeisen Schweiz**
Head of Management Support
2020 – 2022 | St. Gallen, Switzerland
 - Led and developed a team supporting management in operational and strategic areas.
 - Financial leadership of the department, including budgeting, cost control, and resource planning.
 - Optimized business processes to enhance efficiency and decision-making.
 - Prepared in-depth analyses and reports for strategic decision-making.
 - Coordinated and implemented cross-departmental projects.
- Management Support**
2019 – 2020 | Dietikon, Switzerland
 - Provided strategic and operational support to the management team.
 - Prepared decision-making templates and presentations.
 - Planned and implemented process improvements to increase efficiency.
 - Proactively supported the execution of company-wide initiatives.
- Raiffeisenbank Seerücken**
Client Advisor
2015 – 2019 | Pfyn, Switzerland
 - Advised and supported private clients in financial planning and pension schemes.
 - Contributed to the digital transformation and process automation.
 - Strengthened customer relationships through personalized advice and trust-building.
- Commercial Apprentice**
2012 – 2015 | Pfyn, Switzerland
 - Supported customer service and back-office operations with a focus on efficiency.
 - Developed a solid understanding of financial products and processes.