

Curriculum vitae

Personal data

Marcel Luschnig
Marktgasse 11
9000 St. Gallen

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msplus@bluewin.ch
*14.12.1956
Speicher AR
Married
two adult daughters

Career milestones			
Activities	Where	from	until
Apprenticeship as draughtsman	Böniger&Hotz, St.Gallen	1.4.1972	30.4.1976
translator's diploma <ul style="list-style-type: none">▪ English → German▪ French → German	St.Gallen School of Interpreting	1.10.1976	30.9.1980
Documentation specialist	Hoegger Alpina, Gossau	1.2.1981	31.12.1984
Marketing manager for youngsters <ul style="list-style-type: none">▪ Events▪ Direct mail▪ Product management▪ Sponsoring	St.Gallen Cantonal Bank	1.1.1985	30.5.1989
Marketing Director, Eastern Switzerland <ul style="list-style-type: none">▪ Events▪ Direct mail▪ Customer Retention Program (CRM)	Swiss Volksbank	1.6.1989	30.9.1990
Responsible for various marketing areas, non-life business, Head of Marketing Services <ul style="list-style-type: none">▪ Marketing Research▪ Publicity▪ Campaign management▪ Head of Target Group ProductsNon-life enterprises	Helvetia Patria Insurance Company	1.10.1990	31.12.2000
Sales assistant <ul style="list-style-type: none">▪ Events▪ Direct mail▪ Product management	St. Gallen Cantonal Bank	1.1.2001	30.3.2002
Project manager <ul style="list-style-type: none">▪ CRM software▪ Money laundering program	St. Gallen Cantonal Bank	1.4.2002	30.4.2005

- Use Case Ladder for Avaloq Platform

Head of IT Controlling	St. Gallen Cantonal Bank	1.5.2005	28.2.2008
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- SLA Management

Head of Market Research	Raiffeisen Switzerland	1.3.2008	31.12.2018
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retired

25. March 2019
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Working as a freelancer

Activities	Activity / Focus	from	until
Syntax Übersetzungen AG Bönirainstrasse 4, Postfach CH-8800 Thalwil	Annual reports / annual financial statements (IFRS, IAS) Insurance companies and banks Companies in the steel trade	20.4.2000	26.7.2017
Bown, New York, London	Annual reports	1995	Replacement by Donnelley
Donnelley, New York, London, Madrid	Annual reports	2015	Replacement by SDL
SDL	Annual reports, press releases	2018	to date
thebigword, Leeds	Investment recommendations Swiss Big Bank Annual reports Marketing material etc.	2002	to date
Translate plus	Fund Material under Irish and Luxembourg law Annual reports, foundation deeds, fund prospectuses, KIID's	2009	to date