

Monbielerstrasse 175  
CH-7250 Klosters  
+41 79 239 2923, + 41 81 422 1339  
rudolfoetzel@gemsli.ch, rw@mindyourstep.ch

## CURRICULUM VITAE RUDOLF WÖTZEL

### ADDRESS

#### BUSINESS

Gemsli Das Berg(Zu)Haus  
Klosters Schlappin  
Postfach  
CH - 7250 Klosters  
www.gemsli.ch

mindyourstep GmbH  
Limmatquai 2  
CH-8001 Zurich  
www.mindyourstep.ch

#### STRATEGIC PARTNERSHIP

sum people AG  
Bergstrasse 103  
CH-8706 Meilen  
www.sumpeople.ch

#### PRIVATE

Monbielerstrasse 175  
Haus Föhre  
CH-7250 Klosters

#### CONTACTS

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Phone private: +41 81 420 2583  
Mobile: +41 79 239 2923  
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rw@mindyourstep.ch

### PERSONAL

Date of birth: 18. Mai 1963  
Civil status: married, father of one daughter (\*2012) and one son (\*2014)  
Citizenship: German; permanent resident of Switzerland since 1996



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## *BUSINESS AND LIFE EXPERIENCE*

SINCE 2010

### **Hotelier - Gemsli, das Berg(zu)Haus, Klosters Schlappin**

- Owner of a small boutique Swiss mountain hotel ([www.gemsli.ch](http://www.gemsli.ch))
- 2010 - 2014: Conception as small mountain lodge; rebuilding and operation as managing director with seven employees
- 2014 - 2018: lease to the long-time chef
- From summer 2019: management retreat in cooperation with a new gastronomy partner; personally involved in coaching and outdoor activities

SINCE 2010

### **Coach and Management Consultant**

- Advising senior managers and entrepreneurs
- Working with individuals and management teams
- Focus on change management, high performance teams and moderating of discussions
- For individuals; coaching modules range from personality deep dives and career pulse checks to classic personal training and career planning
- Integrated concept combining coaching techniques, business management tools and outdoor activities (e.g. in the surroundings of the Gemsli) – nature as catalyst for change processes
- Consulting: start-up advisory, business plan development, advisory for M&A transactions

SINCE 2009

### **Keynote Speaker and Referent**

Guest Speaker and/or Key Note Speaker for a variety of clients: companies, associations, clubs, hotels, universities, schools and public events

SINCE 2009

### **Author**

- „Über die Berge zu mir selbst“ (April 2009; Spiegel Bestseller, edition of 75'000)
- Various publications in journals and newspapers
- Ghost-writer for financial publications

SINCE 2008

### **Private Equity Investor**

- Venture Capital activities in biotech and real estate development
- Examples: Lomura plc., Austria Home GmbH, CRR GmbH, Oikade GmbH



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MAY – NOVEMBER 2007

**Nature Project; mountaineering and hiking**

Crossing the Alps from Salzburg to Nizza along the main range of the Alps (6 months, 2'000km, 120 peaks)

SEPTEMBER 2005 – MARCH 2007

**Lehman Brothers, Investment Banking Division (“IBD”), Frankfurt and Zurich, Managing Director**

- Head of the M&A department for German-speaking countries
- Leadership of a team of 60 professionals
- Acquisition und execution of M&A transactions
- IBD senior Relationship role for German and Swiss clients

AUGUST 1998 – AUGUST 2005

**Deutsche Bank, Global Investment Banking, Frankfurt and Zurich, Managing Director**

- Acquisition and execution of M&A transactions in D, AUT and CH
- Senior relationship role for M&A for German and Swiss clients
- Head of M&A Switzerland; developing of a top 3 position in M&A league table
- Secondment to Siemens AG (1999)

JANUARY 1996 – JULY 1998

**Union Bank of Switzerland (UBS), Corporate Finance, Zurich, Vice President**

- Acquisition and execution of M&A transactions in D, AUT and CH

JANUARY 1990 – DECEMBER 1995

**Booz.Allen&Hamilton, München, Paris, Sao Paulo**

- Management Consulting projects in various industries and sectors as analyst and associate
- Projectleader for M&A mandates (Booz.Allen Acquisition Services), mainly for privatisation of the Treuhandanstalt in Berlin
- One-year stays in Brasil and France

JANUARY – DECEMBER 1989

**M.R.E.C. Ltd., Madras, Indien**

Inhouse Consultant in a medium-sized Indian enterprise in the field of TV-components



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## *EDUCATION*

- 2017 Certification at Human Synergistics Inc. for OCI, LWS and LSI analysis
- 2009 Education as instruction for family-constellations with Gerald Ritzberger, Salzburg
- 1993 MBA at INSEAD, Fontainebleau (scholarship of employer Booz.Allen&Hamilton)
- 1989 Diplom Kaufmann, Ludwig-Maximilian-Universität, Munich, „Summa cum Laude“ (Top 5%)
- 1982 Abitur, Ludwigsgymnasium Munich, Grade 1.0. (Best in class of 155), Sponsorship by Bavarian Government (“Hochbegabtenförderung des Landes Bayern”)

## *LANGUAGES*

German, English (business fluent, also in negotiations)

French, Portuguese, Spanish (fluent in conversation)

## *KEYNOTE SPEAKER REFERENCE LIST; SELECTION (REFERENCE IN BRACKETS)*

- Bertelsmann AG (CEO and CFO)
- RTL Gruppe (CEO and CFO)
- Die Schweizerische Post AG (CFO)
- SIX AG (CFO)
- Forum for Christian entrepreneurs (president)
- Confress for cardiologists in Switzerland (president)
- Axel Springer AG (majority shareholder; CEO)
- Raiffeisenbank (CFO)
- Six Payment AG (CEO)
- Convivatus (CEO)
- Markant AG (CEO)
- Mut2012! Unternehmerforum (owner)
- ERGO Versicherungen AG (CEO; CFO)
- Barclays Private Banking (chief division)
- BPW Switzerland (executive director)
- Evangelische Akademie Düsseldorf (executive director)
- Katholische Akademie München (executive director)
- Mindful leadership conference
- Several Lions Clubs/Rotary Clubs
- Several, international hotels

Contracts (not exclusive) and ongoing activities with the Bertelsmann Referenten Agentur and the London Speaker Bureau



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## *WORKSHOPS (SELECTION)*

MAIN TOPICS: HIGH PERFORMANCE TEAMS; CULTURAL CHANGE PROGRAM; WORK-LIFE BALANCE TOPICS;  
BURN-OUT PREVENTION

- PWC Deutschland, (managing directors)
- Ricardo AG (CEO)
- Novartis (European Country Heads)
- Graubündner Kantonalbank (Board of Directors)
- SWISSMEM Aerospace (executive Director)
- Basler & Hofmann (CEO)
- Kappeler Bürstenfabrik AG (CEO und CFO)
- Marketing Club Freiburg (executive Director)
- Migros Ostschweiz (executive Director)
- DormaKaba (COO)
- Open Systems AG (CEO)
- Raiffeisen Bank (CFO)
- Survista AG (CEO)

## *LECTURES AND WORKSHOPS IN THE EDUCATIONS SECTOR*

- Universität Mannheim
- Fachhochschule St. Gallen (Seminar at the Coaching Lehrstuhl; support of coaches in the course of the HSG programm)
- HSG St. Gallen
- Akademie Tutzing
- EBS Rheingau
- Various Waldorf schools in South-Bavaria
- Primarschule Herrliberg (parents' council)

## *INDIVIDUAL COACHING*

TARGET GROUP

Entrepreneurs, managers

TOPICS

- Site analysis
- Life-Cycle planning
- Burn-out prevention
- Development and implementation of personal visions and business ideas

Various entrepreneurs and executive members, reference after previous consultation possible





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## *PRESENTATION IN MEDIA, INTERVIEWS (SELECTION)*

### TV & RADIO

- 2018 FCF Medien – “Absturz ins Leben”
- 2016 SRF 1, Der Club – “Manager Suizid – knallharte Unternehmenskultur?”
- 2016 FAQ Bregenzerwald
- 2013 phoenix - IM DIALOG mit Michael Krons
- 2013 Radio SRF 1, “Persönlich”
- 2013 SRF 3 Fokus Interview with Anna Meier
- 2011 Aeschbacher (SRF)
- 2010 ARD Talk, Beckmann
- 2009 SWR - Frank Elstner, Menschen der Woche
- 2009 ARD, Plasberg persönlich

### PRINT MEDIA

- 2016 Interview, bestofthealps, „Über die Alpen in ein neues Leben“
- 2014 badische Zeitung, „Vom Spitzenbanker zum Hüttenwirt“
- 2013 Inview, efinancialcareers, „Vom Investmentbanker zum Hüttenwirt“
- 2011 Interview, Tagesanzeiger/der Bund/Berner Zeitung, „Es ist nicht klug im Job Schwäche zu zeigen“
- 2011 Interview, karriere.de, „Die Wildnis lehrt Demut“
- 2010 Interview, Südostschweiz, „Ich bereue nichts, was früher war“

## *PUBLICATIONS*

- Über die Berge zu mir selbst; Integral Verlag, 2008
- Das Leben liegt hinter der nächsten Kurve; Integral Verlage, 2011

## *M&A TRANSACTION LIST*

### LEHMAN BROTHERS; ADVISED

- Buy-side to acquire a Hungarian company via PTO (public take-over)
- Cerberus regarding acquire the BAWAG
- Founder of Fumapharm on its' sale to Biogen
- Platinum Equity on the sale of ACP to Kühne + Nagel
- KKR and Permira on the purchase of Pro7.Sat1



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#### DEUTSCHE BANK; ADVISED

- Lufthansa on the acquisitions of Swiss International Airlines
- Axel Springer Verlag on the three-way Merger for its rotary printing business with the respective activities of Springer, Bertelsmann und Gruner+Jahr
- Axel Springer Verlag on the public takeover of Pro.7 (aborted)
- DaimlerChrysler on the sale of MTU Friedrichshafen to EQT
- ThyssenKrupp on the Merger of ThyssenKrupp Werften with Howaldtswerke-Deutsche Werft (fairness opinion)
- Kühne + Nagel on the unwinding of its cross-shareholding with SembCorp Logistics and a secondary offering for 13% of its' share capital
- WCM and Maag (real estate, Switzerland) on the sale of Maag via P2P (public to private) to SwissPrimeSite
- REG (real estate, Switzerland) on the merger with market leader PSP
- Straumann (Switzerland) on the acquisition of Biora (Sweden) via PTO (public tender offer)
- FIM (Arendt Oetker) on the P2P of Hero
- Deutsche Bank on the acquisition and subsequent sale of a 40% stake in Axel Springer Verlag
- KKR on the acquisition of a Siemens portfolios of seven companies of Siemens
- Holtzbrinck on the sale of its schoolbook business to Medien Union
- INA on the successful hostile tender offer for FAG Kugelfischer
- InCentive on the hostile tender offer for Sulzer – (aborted)
- Siemens on the acquisition of Acuson (USA) via PTO
- Siemens on the Joint Venture with NEC in the 3<sup>rd</sup> mobile generation base stations
- DB Investor and the Quandt family on the P2P of Varta
- Varta on the sale of its Automotive Battery Division to JCI via auction
- Varta on the sale of its Consumer Division to Rayovac via auction
- E.On and Allianz Capital Partners on the P2P of Schmalbach Lubeca
- Beiersdorf on the Joint Venture with Smith&Nephew (medical products divisions)
- Tafisa (Spain) on the acquisition of Glunz via PTO
- Several defence mandates in Germany and Switzerland

#### UBS; ADVISED

- Lindt&Sprüngli on the acquisition of Ghirardelli (USA)
- Migros on the acquisitions of Globus via PTO
- Preussag on the acquisition of Elco Loser via PTO
- The family owners of Lieken on the sale of their company

#### BOOZ.ALLEN&HAMILTON; ADVISED

- Treuhandanstalt on the privatisation of Impulsa, the world market leader in milking equipment
- Treuhandanstalt on the privatisation of Chemieanlagen Rudisleben
- Treuhandanstalt on the privatisation of DSR (former state shipping company)
- Mayrhuber (Austria) on the restructuring of its business and subsequent company sale
- Two Brazilian aircraft maintenance companies on their merger
- Brazilian family office on the buy-out of a commercial bank

