

Curriculum Vitae

Personal Information

Name **Gunnar Habitz**
Date of birth 4th of May 1969, Bremen (Germany)
Address Tobeleggstrasse 8, CH-8049 Zürich
Nationality German („C“ permit in Switzerland)
Family status married
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Professional Experience

- 9/2010 – today **Retail Sales Manager**
For Personal Systems Group in Central & Eastern Europe
Hewlett-Packard (Europe) BV, Dübendorf (Switzerland)
- Manage country retail channel organizations in the countries
 - Define and execute retail coverage strategy
 - Drive sales programs in the region
- 11/2008 – 8/2010 **Business Development Manager**
for Client Virtualization and Workstations
Hewlett-Packard (Schweiz) GmbH, Dübendorf (Switzerland)
- Product life cycle management with full P&L responsibility
 - Develop go to market within product portfolio of Personal Systems Group
 - Consultative selling and educational support of sales forces
 - Relationship management with software vendors (e.g. Autodesk, Citrix, VMware), internal and external organizations
 - Represent whole client business on various events
- 5/2003 – 10/2008 **Category Manager** for Consumer Notebooks & Desktop PCs
Hewlett-Packard (Schweiz) GmbH, Dübendorf (Switzerland)
- Product life cycle management with full business control
 - Sales support and trainings for Swiss retail channel
 - Develop HP Pavilion sub brand from introduction to market leadership
 - Relationship management with component vendors (e.g. AMD, Intel, Microsoft), internal and external organizations
- 1/2001 – 4/2003 **Product Manager** for Business Notebooks
Hewlett-Packard (Schweiz) AG, Urdorf (Switzerland)
- Product life cycle management
 - Sales support and trainings for Swiss commercial channel

- 11/1999 – 12/2000 **Technical Presales Consultant** for Notebooks & Storage
Hewlett-Packard (Schweiz) AG, Urdorf (Switzerland)
- Provide technical depth in sales process of enterprise account organization
 - Interact with technical customer aspects in presales phase
 - Consult customers in developing and deploying software images
- 10/1997 – 10/1999 **Project Manager** in Central User Service
Mercedes-Benz, Bremen (Germany)
- Technical coordination in several projects
 - Rollout of Windows clients in car plant
- 7/1994 – 9/1997 **Software Developer**
BAKS GmbH, Bremen (Germany)
- develop special multimedia database software for car dealers
 - relationship management with pilot customers

Education

- 1975 – 1988 **Gymnasium** in *Bremen (Germany)*
- Degree: Abitur
- 1990 – 1998 **Study of Computer science**
Universität Bremen (Germany)
- Thesis: „Prototypical-participative realization of digital signage kiosk systems in companies“ realized at Mercedes-Benz, Bremen
 - Master degree: Diplom-Informatiker (Dipl. Inf.)
- 2000 – 2002 **Post-degree study**
AKAD Zürich (Switzerland)
- Thesis: „Original Design Manufacturing (ODM) as business model to build notebooks“ realized at Hewlett-Packard, Urdorf
 - Executive Master of Business Administration degree:
Dipl. Wirtschaftsingenieur (FH)

Personal skills

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| Mother tongue | German |
| Other languages | English (very good), Czech (good), Swedish (basic) |
| Soft skills trainings | Professional Development Program @ Hewlett-Packard |

Additional information

- Personal interests travelling, writing tour guide books, dancing, musicals, presenting

Zürich, 1.3.2011