



# Andrea Filippo Realini

Strada Regina 1A, CH-6930 Bedano  
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Born in 1977, graduated with honors in Economics from the University of Zurich, obtained an EMBA in Finance at the University of Bern, and an MBA in Business Administration and Management at the University of Rochester.

Andrea began his professional career at Accenture displaying his managerial and entrepreneurial talent.

In January 2008 he started working for the Swiss Railway reaching the position of Head of Sales Channels Strategy and Planning.

Andrea is Founder and CEO of V3 a business development and investments company.

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## PROFESSIONAL EXPERIENCE, POSITIONS HELD

From 2011     **V3NTURES (V3 SA)**, - Investments and Business Development - Lugano  
*Founder & CEO*

**H-ART** – WPP Group – Lugano / Zurich  
*Country Manager DACH*

**IMOPROVE SA** – General Contractors – Lugano  
*Board Member*

**GREEN CONSTRUCTIONS SA** – Sustainable Real-Estate promoter – Fribourg  
*Board Member*

**VOOLGO** – Social Media Marketing – Lugano/ Bern/ Basel  
*Board Member*

**TIWIX** – Zurich/ Lugano  
*Board Member*

2010

**SWISS FEDERAL RAILWAYS (SBB, CFF, FFS), Bern**  
*Head of Distribution Strategy (Leiter Vertriebsplanung)*

Tasks/ achievements:

- Distribution strategy:
  - Program Manager of the strategic program: “Distribution Strategy 2016/2025”
  - Responsible for the implementation of the distribution strategy inside the organization (incl. Stakeholder-Management)
- Distribution planning:
  - Responsible for the distribution planning and contracting activities
  - Definition of the supply and tariff policies
  - Responsible for the organization of the planning board
- Strategic programs and projects:
  - Program leader and Stakeholder Manager for strategic projects

2009-2010

**SWISS FEDERAL RAILWAYS (SBB, CFF, FFS), Bern**  
*Head of Competence Centre Mobile*

Tasks/ achievements:

- Responsible for the mobile strategy
- Owner of the mobile portfolio
- Responsible for internal and external alliances

2008-2009

**SWISS FEDERAL RAILWAYS (SBB, CFF, FFS), Bern**  
*Business Development and Innovation Manager*

Tasks/ achievements:

- Business Development and Stakeholder Management
- Program and Project Management
- Innovation Management
- Business Owner for SBB Mobile project: public transportation mobile ticketing solution, <http://www.sbb-mobileworld.ch/?lang=4>
- Lead of Business Development for fastTRACK Future Ticketing (strategic mobile ticketing Program). Responsible for Business Model, Business Case and Marketing plan

2005-2008

**ACCENTURE AG, Zurich**  
*Consultant*

Tasks/ achievements:

- Consultant for Supply Chain and Marketing (CRM) projects
- Member of the Accenture Pharmaceutical R&D Service Line

## ADDITIONAL EXPERIENCE

- 2003           **EVERBY SA**, Bellinzona (CH) – Innovative technologies and solutions for banking.  
*Co-founder*
- 2001-2005     **TICINO MANAGEMENT** – Business magazine, Lugano. Associate Journalist  
*Associate Journalist for Management*
- 2003           **SWISS RE**, Zurich  
*Internship*
- 2002           **UNIVERSITY OF ZURICH**, Zurich  
*Tutor for Practical Training in Software Engineering by Prof. Dr. Glinz*
- 2000-2005     **RCF MEDIA** – Internet application Software Company sold in 2005, Lugano  
*Co-founder and Business Development Officer*
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## EDUCATION

- 2010           **UNIVERSITY OF BERN**, Department of Finance, Bern  
*Executive Master of Business Administration (EMBA)*
- 2010           **UNIVERSITY OF ROCHESTER**, William E. Simon Graduate School of Business  
Administration, Rochester (NY/ USA)  
*Master of Business Administration (MBA)*
- 2005           **UNIVERSITY OF ZURICH**, Zurich  
*Master of Science (MSc), Magna cum laude. Wirtschaftsinformatik.*
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## LANGUAGES

- German (fluent)
  - English (fluent)
  - Italian (mother tongue)
  - French (good)
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## MEMBERSHIPS

- Rochester Bern Advisory Board
- ALUMNI Rochester-Bern
- ALUMNI University of Zurich
- Golf Club Lugano
- ATED - ICT Ticino

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- Young SECA – Swiss Private Equity & Corporate Finance Association
- SUIA (Schweizerische Gesellschaft für die Rechte der Urheber musikalischer Werke)