

Philippe Burki

*Internet Business Development*

*Dell Computer (Switzerland)*

*philippe\_burki@dell.com*

*Date of birth*      *09/14/72*

*Status*            *Single*

*Nationality*       *Swiss*

---

## **Professional objectives**

Achieve international management responsibilities in the development of Internet business across a region.

## **Business Experience**

Since Jan 98      Internet Business Development - Dell Computer Switzerland  
I am currently in charge of the Internet for Dell Switzerland. The main responsibilities of this position is to drive visits and revenue on the Swiss web site - both for transactional and relationship customers - as well as coordinating the addition of new content and functionality with the European headquarters. Activities undertaken allowed a tremendous increase of Internet penetration in the Swiss Business Unit, which even overstepped the US one in some of the segments.

Oct 95 - Sept 96    Assistant of marketing - University of Neuchâtel  
As a research and teaching assistant in marketing, I was also responsible for the coordination of the Fourth International Conference on Marketing Strategies. The theme for 1996 was "Marketing and Product Durability", and top managers from large multinationals such as Eastman Kodak Company, Rank Xerox, Digital Equipment, as well as academics took an active participation.

During studies      Representative for different insurance companies

## **Education**

1996-1997          Master of Science in International Marketing, University of Strathclyde, United Kingdom  
The program encompasses both theory and practice. One of our major projects was to act as a consultant and write a report for a Scottish company wanting to expand its international activities. This course emphasized team working, which was very enriching, as the students came from 30 different nationalities.

**Dissertation topic:** The Internet and International Marketing Communications. This dissertation analyses the various ways large multinational companies use the Internet for marketing communications.

1992-1995          Degree in Business Administration, School of HEC, University of Lausanne, Switzerland  
From a broader scope, this degree accustomed myself with the different functions of a company

## **Skills**

Languages      French    mother tongue  
                     English    fluent  
                     German    good  
                     Spanish    beginner (learning)

Computing      Good knowledge of common software (MS Office, SPSS, Netscape, MS Frontpage),  
as well as a special interest for new ways of communications (computer networks)  
Ability to transfer knowledge easily.

Other            Good analytical skills  
Ability to work under pressure

## **Leisure**

Photography    As an individual but also as a group activity by active participation in a photographic  
club, where I was in charge fo the internal information brochure.  
I have also organized 3 exhibitions as founder and president of an association.

Other            I also enjoy skiing, reading, going to the cinema and meeting people.