



Danuser von Platen

Strategie · Netzwerk · Kultur

Curriculum vitae: Hans P. Danuser von Platen, PhD

Career

- Since 2011 Danuser von Platen Ltd.
- Since 2008 Board and consulting assignments: import, tourism and other
Keynote speaker on branding, marketing, tourism
- 2010–2015 Lecturer at Swiss Federal Institute of Technology (ETH) Zurich
on brands and brand management
- 2008–2012 Director, Deutsche Bank (Switzerland) Ltd. in St. Moritz
- 1978–2008 CEO St. Moritz Tourist Board
- Promotion of St. Moritz as a global brand
- First ever registered city name (by the city), worldwide (1986)
 - Multiplied brand value of St. Moritz despite of minimal budgets
- Elevation of St. Moritz to the global no. 1 mountain holiday destination
regarding brand value and income per citizen
- Successful and sustainable implementation of various market innovations
- Heidiland (1978)
 - relaunch of Glacier- and Bernina-Express (1982 and 1984)
- New events
- Windsurf- (1978) and Inline Marathons (1996)
 - Cartier Polo World Cup on Snow (1985)
 - St. Moritz Gourmet Festival (1994)
- New offers and strategies:
- “Clean Energy”: Total Energy Project (1998)
 - Venice – St. Moritz Tour (UNESCO/2007)
- 30 – 40 speeches, lectures and public events a year on all continents
- Special awards
- Marketing Award 1987 by the Swiss Society of Marketing GFM
 - “Bündner” of the year 2003
 - „Milestone Tourism Award Switzerland“ 2003
 - Tourism Award „Edition Salz & Pfeffer“ 2004
 - Media Award Herbert 2006
- 1977 – 1978 CEO assistant and export manager, CWS International Zurich
- 1975 – 1977 Product Manager, Nestlé (Nescafé) Zurich



Publication (in German)

St. Moritz one way – Memories of champagne climate. Chur/Glarus 2014

Education

- 1975 – 1992 Major and captain in charge of Swiss Mountain Infantry units
- 1975 PhD, University of Zurich
- 1973 Lic. oec. HSG, Business Administration (MBA) St. Gallen

Personal

Born July 31st, 1947, citizen of Felsberg and St. Moritz, married, and father of three sons

Hobbies

reading, snowboarding, alpine and nordic skiing, inline skating, windsurfing, hiking, biking, alphorn playing, gardening, palm tree cultivation

Other

Blog: Danuser von Platen – Zeitzeichen
www.suedostschweiz.ch/blog/danuser-von-platen-zeitzeichen

St. Moritz, January 2017