

CRISTINA ZANETTI



28.02.1987
Swiss & Italian

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Strategic B2B Marketing Leader with 13+ years of experience driving measurable pipeline growth, revenue acceleration and AI-enabled go-to-market strategies across enterprise technology, financial services and health.



PERSONAL HIGHLIGHTS

- Swisscom** **Cloud & Digital Workplace Go-to-Markets**
Launched complex IT solutions and generated high-impact enterprise pipelines (e.g., 57+ Sales Accepted Leads in a telemarketing campaign).
- HWZ** **University Lecturer in Digital Marketing & Sales**
Focusing on CRM, Automation, Events, Data & AI
- Vontobel** **Marketing Automation**
Development of the first email marketing and lead nurturing models
- Plimsoll** **Growth Marketing**
+70% revenue growth achieved through data-driven multi-channel campaigns



RELEVANT WORK EXPERIENCE

UNIVERSITY LECTURER

11/2024 – present

Hochschule für Wirtschaft (HWZ)
Zurich, Switzerland

- ◆ Lecture the module “[Digital Marketing & Sales](#)” (32 lectures) for Bachelor’s students in Business Informatics / Digital Business & AI
- ◆ Design and delivery of an AI-integrated, practice-oriented curriculum with a strong focus on marketing–sales alignment to increase efficiency, creativity, and revenue
- ◆ Topics: CRM, synthetic users, marketing automation, campaigns, social listening, website, digital events and tracking
- ◆ Collaboration with industry partners (including Swisscom, Die Mobiliar, and Vontobel) to ensure strong practical relevance

IT PRODUCT MARKETING MANAGER

06/2023 – 11/2025

Swisscom
Zurich, Switzerland

- ◆ Led B2B Go-to-Market and demand generation initiatives for AI (e.g. [AI in the Cloud Event](#)), Cloud & Workplace solutions (e.g. Microsoft Copilot) aligning Marketing & Sales through data-driven revenue enablement
- ◆ Defined ICP, value proposition and persona-specific positioning targeting CIOs, CISOs and IT decision-makers
- ◆ Designed and executed a multi-touch campaign generating 57 Sales Accepted Leads (SALs), contributing to pipeline growth
- ◆ Led co-marketing and joint GTM initiatives with strategic alliance partners (Microsoft, Cisco, Dell, AWS)

<p>MARKETING MANAGER WEALTH MANAGEMENT 06/2018 – 05/2023</p> <p>Bank Vontobel AG Zurich, Switzerland</p>	<ul style="list-style-type: none"> ◆ Interim leadership of the 6-person Investment Banking marketing team and an annual marketing budget of CHF 1.2 million ◆ Close collaboration with C-Level employees to position the company as trusted advisor ◆ Ownership of end-to-end marketing performance, developed KPI dashboards, managed campaigns and executed multi-day events ◆ Implemented personalized, multilingual AI-driven marketing campaigns and MarTech automations with structured lead scoring, resulting in increased user engagement and conversions
<p>MARKETING EXECUTIVE 04/2016 – 12/2017</p> <p>Plimsoll Publishing Ltd. Stockton on Tees, United Kingdom</p>	<ul style="list-style-type: none"> ◆ Responsible for the sales and further development of a software that provides company and industry analyses ◆ Drove website traffic through digital marketing activities like SEO, SEM, press releases, blogs, email, videos and website optimization ◆ Advanced digital transformation and increased customer loyalty rates through further development of the software
<p>SALES & MARKETING MANAGER 05/2015 – 04/2016</p> <p>TRS&Co Newton Aycliffe, United Kingdom</p>	<ul style="list-style-type: none"> ◆ Responsible for the active distribution of American beauty products and customer care in the European B2B market ◆ Organized and executed trade shows ◆ Collaborated with the digital marketing executive to implement tailored marketing initiatives ensuring consistent visual identity
<p>CLIENT SERVICE / KEY ACCOUNT MANAGER 02/2012 – 12/2014</p> <p>globegarden Zurich, Switzerland</p>	<ul style="list-style-type: none"> ◆ Marketing, consulting and sales of bilingual childcare places to corporate and private customers ◆ Key Account Management for Novartis, Roche and Credit Suisse ◆ Sales, controlling, conflict management and marketing activities ◆ Employment rate of 40–60% with a full-time workload
<p>ENGLISH TEACHER 08/2011 – 08/2012</p> <p>High School Turgi Turgi, Switzerland</p>	<ul style="list-style-type: none"> ◆ Prepared and taught 10-12 lessons per week for 20-25 students aged 11-16 ◆ Supported the parents and students if performance was insufficient ◆ Collaborated with the secondary education system
<p>MEMBER OF STUDENT ORGANISATION AIESEC 02/2009 – 12/2010</p> <p>UZH / Chamber of Tourism Zurich / Manta Switzerland / Ecuador</p>	<ul style="list-style-type: none"> ◆ Internship at the Chamber of Tourism. Support for small, local restaurant owners in enhancing guest services ◆ Marketing, events, training, TV/radio interviews, PR ◆ Co-organized the student event "Career Days"
<p>VOLUNTEERING 07/2007 – 02/2008</p> <p>Pro Niños de la Calle Mexico City, Mexico</p>	<ul style="list-style-type: none"> ◆ Work with street children in Mexico City, both on the streets and in the "Daily Activities Center" ◆ Offered comprehensive care consisting of various motor, creative, and reflective activities at the center



EDUCATION

CAS APPLIED DATA ANALYTICS

01/2020 – 06/2020
Degree: 5.3

Hochschule für Wirtschaft (HWZ)
Zurich, Switzerland

- ◆ Programming language R, statistics and data management
- ◆ Certification work to categorize the deritrade users in several risk types and assessment of tendencies in the data

MSC MASTER IN MARKETING MANAGEMENT

09/2015 – 09/2017
Degree: 74% ~ 5.5

Teesside University, UK

- ◆ Marketing Communications, Digital Marketing, Marketing Strategy, Marketing Consultancy, Consumer Behaviour, Product Marketing
- ◆ Master Thesis “User Experience Design at Plimsoll Publishing”. Analysis and actions to improve dwelling time and conversion rate

MA MASTER IN ENGLISH, SPANISH & PSYCHOLOGY

09/2012 – 02/2015
Degree: 4.8

University of Zürich / Erasmus UK

- ◆ English and Spanish Literature and Linguistics, Corporate Communication, Advertising & Media, Psychology
- ◆ Master Thesis: «Verbal Identity» (Swiss Re, Zurich). Implemented a new verbal style in HR texts aligned with corporate values

LANGUAGES



IT KNOWHOW

Analytics	SQL, R, Google Analytics, Tableau
CRM & Automation	Salesforce, Marketing Cloud
Design	Adobe Photoshop, Premiere Pro, InDesign
Marketing	Oktopost, SEO/SEM/GEO, Aventri
Methodologies	Kanban, Agile Development
Web & Tracking	HTML/CSS, AMPscript, API, CMS (Drupal, Smarthouse, Episerver, WordPress)



INTERESTS & HOBBIES

Leisure	Languages & cultures, festivals, cooking, playing “Jass”
Sports	Tennis, cycling, snowboarding / (cross country) skiing, dancing, running

References: On Request