

# Dario Frattini

8606 Greifensee | +41 79 243 09 90 | [dario.frattini@bluewin.ch](mailto:dario.frattini@bluewin.ch) | <https://www.linkedin.com/in/dariofrattinifuehrehrenerfolg/>

---

Accomplished Sales and Product Management expert with over 15 years of cross-industry experience in IT, retail, and sports sectors. Proven track record in digital transformation, corporate law, and strategic leadership. Skilled in project management, data analysis with Excel, and advanced interpersonal communication strategies for effective cross-functional collaboration. Fluent in English and German; conversational in French and Italian..

## Personal strengths

---

- **Strategic Leadership & People Management:** Certified in advanced leadership and emotional intelligence, with expertise in avoiding common management pitfalls.
- **Digital Transformation & Corporate Strategy:** Skilled in leading digital projects, applying business law fundamentals, and using Business Model Canvas for strategic planning.
- **Project Management & Data Analysis:** Proficient in Excel functions, formulas, data visualization, and foundational project management principles.
- **Interpersonal Communication & Presentation:** Trained in presentation techniques, active listening, and effective conversation management.

## PROFESSIONAL EXPERIENCE

---

### Ricoh Schweiz AG (Ricoh Central and Eastern Europe)

Wallisellen / Switzerland

*Senior Regional Commercial Product & Services Manager Digital Workspace*

*Central & Eastern Europe Marketing*

10.2023 – Heute

*Regional Commercial Product & Services Manager Digital Workspace*

*Central & Eastern Europe Marketing*

10.2022 – 09.2023

Responsible solution finder for challenges of the Office product group and technical leadership of employees. As a participant in the talent development program, I am part of the projects for improving company processes and promoting innovation. Contributing own innovation projects from idea to business plan and strategic direction and project management/supervision depending on the leading department. Transformation from hybrid operational to purely strategic orientation.

#### Innovation + Kaizen

- SPOC project customer contact with AI integration and chatbot
- Private label project with IT manufacturer for DACH / Europe / worldwide scaling
- Process creation and harmonization based on cross-border department merger
- Process review and improvements

#### Responsibility

- 210 - 230 million CHF Budget increasing
- Contact person for 300 salespeople and cross-functional departments in DACH/Europe
- Technical management of up to 6 employees

**Ricoh Switzerland AG**

Wallisellen / Switzerland

*Product Manager Office Solution Hardware  
Local Business Process Owner Pricing & Products*

05.2017 - 09.2022

01.2018 - 09.2023

SPOC for sales, purchasing, technology and support for Switzerland with a budget of up to CHF 40 million.  
Induction and training manager, process specialist for the ERP area products and prices.

**Media Markt Management Switzerland AG**

Dietikon / Switzerland

*Product Manager New Media IT Hardware / Accessories*

11.2014 - 04.2017

Purchasing and marketing responsibility for Switzerland with a budget of up to CHF 70 million. Strategic product and supplier management. Inter/national purchasing negotiations, ensuring availability of goods, contract negotiations with manufacturers and service providers in D/F/E. Project collaboration centralization national management and project contact for Latin Switzerland.

**swiss marketing academy**

Zurich/Bern / Switzerland

*Lecturer for finance, distribution, sales  
Course director, course coordinator, sales*

06.2011 - 06.2023

06.2011 - 10.2014

Process optimization and quality assurance

**autronic ag**

Dübendorf/Glattfelden / Switzerland

*Marketing Manager / Senior Product Manager, Member of the Management Board* 12.2009 - 05.2011*Product Manager* 2007 - 11.2009*Junior Product Manager* 2004 - 2009*Product Manager Assistant* 2000 - 2003*Deputy Team Leader Sales Administration* 1999 - 2000

Purchasing and marketing responsibility for Switzerland up to CHF 25 million, strategic product and supplier management. Inter/national purchasing/sales negotiations, ensuring availability of goods, contract negotiations with manufacturers and service providers in D/F/E.

**MANAGEMENT EXPERIENCE**

---

<b>autronic ag</b>	Department	1.5 years
	Assistance	2 years
	Apprentices	10 years
<b>Ricoh Switzerland AG</b>	Specialist management	>3 years
	Apprentices	4 years
<b>Swiss marketing academy</b>	Specialist management	3 years
<b>Media Markt Management AG</b>	Specialist management	1 year
<b>Military</b>	Corporal/Sergeant	11 years

## EDUCATION/FURTHER EDUCATION, MISCELLANEOUS

---

<b>Euro-FH Hamburg</b>	<b>Digital</b>	<b>Business Management MA i.A.</b>	
		Specialization IT & Service Management	
		Digital Work & Collaboration	2021 - ca. 07.2025
<b>Swiss marketing academy</b>	<b>Zurich</b>	<b>federally certified marketing manager / Prof. Master</b>	<b>2013</b>
<b>HFW KVZ Business School</b>	<b>Zurich</b>	<b>Diploma in Business Administration HF</b>	<b>2008 - 2011</b>
		Project manager S/Z	2010
<b>Swiss marketing academy</b>	<b>Zurich</b>	<b>Swiss Federal Diploma in Sales/Marketing</b>	<b>2014</b>
<b>KV Uster</b>		<b>Commercial employee</b>	<b>1996 - 1999</b>
<b>Gossau ZH / Dörflingen</b>	<b>SH</b>	<b>Lower &amp; middle school, secondary school</b>	<b>1986 - 1996</b>

### LANGUAGES:

German (mother tongue), French (fluent), English (fluent with C2 diploma), Italian (basic)

### OTHER:

Training and courses in self-management, communication, team management, coaching and education

### DIVERSITY:

Sports and club activities 2005 - 2014 floorball/football divers as coach/board member

Military service 2000 - 2011 Corporal, sergeant

2011 Transfer to civilian service

Greifensee Audit

Committee 2021 - from 2022 Presidium