

## Philippe VIGNON

29, chemin de la Californie  
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phvignon@gmail.com

January 2<sup>nd</sup>, 1967 - Swiss and French - married to Barbara, 2 adult children.

**Langues :** French and Swiss-German mother tongues, German (C2), English (C2), Italian (C1), Spanish (B1).



### Profile

- Certified Executive Coach and Mentor, with extensive experience in coaching executives and senior managers in complex environments.
- Internationally Strategy and Business Development Executive with a proven track record of leading and growing high-profile organisations.
- Distinctive communication, social, negotiation skills and assertiveness.

### Career summary

#### Management and Advisory Mandates

2018-Present

- Coaching (Interpersona), Senior Advisor (Boston Consulting Group), ad interim CEO (Le Régent International school, GMG Management Group), independent Board Member (Cabanner, Hôtel des Horlogers, Artsanit).

#### CEO Geneva Tourism and Conventions, Geneva (Switzerland)

2010-2018

- Operational management of the entity whose aim is to position Geneva as a leading destination for congress and leisure tourism - 65 employees, annual turnover CHF 17m.
- Achievements: Transformed the organisation - Vision, mission, strategic priorities, change management, human resources. Voted one of Europe's top 10 Destination Marketing Organisations (DMOs) for 3 consecutive years.

#### Edipresse Groupe - CEO Digital, Lausanne (Switzerland)

2008-2009

- Member of the corporate management board of a publicly listed media and communications company with activities in printed press and digital publishing - 80 employees, annual revenue CHF 55 million.
- Achievements: Initiated, developed, and implemented a search engine optimisation strategy for over 50 websites, +35% unique visitors in 12 months, +20% turnover.

#### easyJet airlines PLC, easyJet Switzerland SA – Managing Director Central Europe

1999-2007

- Member of the Management Executive Board - 20 employees, turnover €450m.
- Achievements: Launched 5 operational bases in Switzerland and Europe, ensured the overall performance of 90 routes, with 50 airports served. Realised a CAGR of 35%.

#### L'Oréal - Product Manager, Sales Manager (Switzerland, France)

1992-1998

#### Club Med - Tour Guide in 4 languages (Senegal, Ivory Coast, Caribbean)

1991-1992

### Education and qualifications

- **Certified professional Coach** - ACTP, International Coach Federation (ICF) - IDC (Switzerland), 2018-2019
- **Doctor of Business Administration Honoris Causa** - UBIS University of Business and International Studies (Switzerland), 2016
- **HPL High Performance Leadership course for Executives** - IMD Business school (Switzerland), 2013
- **Crisis management training for Corporate Affairs Executives** - BBC London (UK), 2007
- **Master's degree in political science** - University of Geneva, 1987 - 1991