

Biography



Christian Schweizer

Mr. Schweizer is the Head of Marketing Intelligence for Kaufman Rossin, one of the top CPA and advisory firms in the U.S., where he leads the mission for analyzing, reporting and optimizing the firm's marketing. He also advises clients on strategic business and marketing initiatives, as well as on data analytics and insights.

Prior to joining Kaufman Rossin in 2019, Mr. Schweizer led the Global Business Analytics team for S&D Marketing at IBM, managing the Enterprise Marketing Analytics Centers which oversees all data, business & marketing insights. Prior to this role, in 2010, he set up a new Analytics Center in Bangalore for IBM's Hardware Marketing Analytics and led the team until 2014 from his U.S. location.

Before joining IBM he was the Product Marketing Manager for Dell Computers in Geneva, Switzerland from 1999 to 2002. Afterwards he joined IBM in Armonk New York, and since then has held various positions in marketing, operations and sales. Among them, leading the US. Federal Government account for Software Sales & Marketing and then Marketing Strategist for North America Public Sector.

Mr. Schweizer was born in Geneva and raised in Zurich Switzerland. Upon graduating from the Kaufmännische Berufsschule of Zurich (KVZ) where he majored in finance & accounting, he served in the Swiss Military from 1989 to 1990. After that, he took the role as regional manager of the Youth & Scouts Programs in Switzerland, where he established the YMCA Zurich office.

During his career Mr. Schweizer has lived and worked in several locations in Europe and in various states within the U.S. He holds a degree in business administration from the University of Applied Sciences (HWV Winterthur) in Switzerland and is a GMP graduate of the Harvard Business School. He is an adjunct professor with University of Miami, he serves on the board of the HBS Club and is also the President of the HBS Alumni Angels of South Florida.

Outside of work he likes cycling, skiing, playing music and coaching the local youth soccer team. He has a license as a private pilot and enjoys going on local flights in Florida where he currently lives with his wife and two young children.

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