

Urs Keiser

Founder Member and Managing Partner of conim ag, Zug, www.conim.ch

Urs Keiser was born in Basel in 1966. He studied Organizational Psychology and Business Administration at Zurich University (Master of Science); earned a Masters of Business Administration from IMI University Center Lucerne and completed his education with postgraduate studies in Company Development at the University of Applied Sciences of Northwestern Switzerland.

Throughout his career, he was involved in the interplay between attractive market potentials and their successful valorization by organizations. The management of complex political, economic and social processes constitutes an essential part of his work.

Important stages of his professional path as an internal and external management consultant as well as executive manager in Switzerland and abroad are: Ciba Holdings Ltd. (pharmaceuticals); Migros (retail); and BHP – Hanser and Partner AG (management consulting). In the US, he was a turnaround manager and board member of a Las Vegas hotel and casino resort. In Egypt, he was the program director for the restructuring of the National Blood Transfusion Services (NBTS), working on behalf of the Swiss Red Cross.

Urs Keiser has well-grounded strategic, operational and financial management experience in various sectors with a special focus on healthcare, tourism and hotel industry, energy and life sciences. He has successfully advised many start-up companies and SME on questions of business planning, financing and execution. Moreover, he is board member of several companies.

As lecturer in Business Development and Financial Management on the occasion of company in-house trainings and at educational institutes, Urs Keiser is seeking the dialogue between management science and business practice.

In the areas of Tourism and Hotel Industry, his focus is on:

- Development of feasibility studies for hotels and rail companies;
- Support for strategy development and formulation of business plans for hotels and rail companies;
- Formulation of development concepts for tourist destinations – from positioning, through the supply structure, up to the realization of investment projects;
- Monitoring of strategy development and formulation of business plans for tourist marketing organizations.