

Bruno Stieger
GM von Ballmoos AG & Taxomex AG

Education profile

- 2010 - 2011 Westlawn Institute, Elements of technical boat design
- 1996 – 1997 Rochester-Bern Executive MBA
- 1987 - 1988 IMAKA in Zürich, part-time studies industrial engineering
- 1984 – 1985 Academy of engineering in Muttenz, production engineer
- 1982 - 1984 Central Switzerland technical school in Lucerne, mechanical engineer
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Professional experience

- Since 2002 von Ballmoos AG, GM & Taxomex AG, GM (since 2008)
- 2000 – 2001 3C-Systems AG, COO
- 1999 – 2000 Europay (Switzerland) SA, Project Manager
- 1996 – 1999 CSC PLOENZKE (Schweiz) AG, Operations Manager (1997-99) Mgmt Consultant (1996-97)
- 1994 – 1996 Kirsh Consulting AG, Partner
- 1993 – 1994 ETH, Management Consultant
- 1986 – 1993 Univag AG, Co-Founder
- 1985 – 1986 Wachendorf AG, Assistant to the COO

“From mechanical engineer to entrepreneur.”

Bruno Stieger studied mechanical engineering but never actually worked in that field. Instead he decided to dive into the world of software engineering. With a partner he founded an enterprise which gradually grew to a staff force of 70. From 1986 to 1993, Bruno was among others managing international projects in Japan and elaborated a feasibility study plus the pilot run to outsource the firm’s software development to Russia.



In the subsequent years, Bruno first acted as management consultant within the ETH science of management foundation, and then took on the partner position at a management consultancy firm. During that period, Bruno felt the urge to refine his analytical skills with a generalist approach and acquire strategic perspectives for high-level management decision making. He therefore enrolled at the Rochester-Bern Executive MBA Program which did not only open doors to other industries, but also brought together friends for life as Bruno says.

During the Rochester-Bern Executive MBA studies, Bruno joined a global leader in providing IT-enabled business solutions and services as management consultant. One year later he was appointed as operations manager of the branch’s industry and trade department. In 1999, Bruno took on a 17 million budget project at Europay before undertaking the position as chief operation officer at 3C-Systems AG - the leader in systems and software for cashless payments.

In July 2001, 3C-Systems AG took over the business activities of von Ballmoos AG, a reputable Swiss supplier of parking management systems. The core competencies of the two firms – parking systems and cashless payments – are an ideal combination for expansion. Over the years, Bruno became majority shareholder and general manager of von Ballmoos AG, and helped the company turning around from a restructuring case into an economic healthy firm. He has always been fascinated by turning something into functionality.

“For me it is important to project one’s thought into the counterpart, and trying to understand his/her motivation and aims – and that is something I learned during the organizational theory and control course in Rochester.” He concludes that the Rochester-Bern Executive MBA Program imparted indispensable knowledge for his success throughout the years. In 2008, Bruno decided to merge von Ballmoos AG with two other companies in the parking industry but held his function while adding the management position of the Taxomex AG to his portfolio.

von Ballmoos & Taxomex profiles

In Switzerland over 550 parking facilities are operated via von Ballmoos-systems. Besides Switzerland, the company exports its parking systems very successfully to China. The company focuses on Design, development, production, distribution and maintenance of parking management systems. Additionally it provides consulting, planning and project management for individual parking facilities.

Taxomex has been the Swiss market leader in providing on street parking meters (pay & display machines) and systems for traffic management. The company sells and maintains the finest products of reputable international manufacturers in Switzerland. Additionally, Taxomex develop its own products. With over 10'000 units installed in Switzerland Taxomex's successor of the mechanical parking meter has become almost a landmark object in Switzerland.

von Ballmoos & Taxomex facts & figures

- ***Incorporation***
von Ballmoos AG: 1967
Taxomex AG: 1961
- ***Locations***
von Ballmoos AG: Horgen
Taxomex AG: Zürich and Lausanne
- ***Employees***
von Ballmoos AG: 42
Taxomex AG: 45



“Bruno with one of the parking systems by von Ballmoos AG.”