

## Martin Schneider

### CEO Publisuisse

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#### Education profile

1998 – 1999	Rochester-Bern Executive MBA
1993	Ecole Supérieure de Commerce de Lyon
1988 - 1993	Hochschule St. Gallen für Wirtschafts-, Rechts-, und Sozialwissenschaften
1984 – 1985	Hiram Johnson High School, Sacramento, California
1979 - 1987	Gymnasium Solothurn

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#### Professional experience

Since 2003	Publisuisse, CEO
2000 – 2003	Publisuisse, Head of Sales / Publisuisse, Board member
1998 – 1999	Publisuisse, International activities and project coordination
1997 – 1998	SRG, Head of commerce department
1996 – 1997	SRG, Assistant CFO
1994 – 1995	Kraft Jacobs Suchard Assistant Brand Manager

#### **“I learnt to reduce to the max.”**

Martin Schneider enrolled at the Rochester-Bern Executive MBA Program in 1998. Working 100% besides studying taught him to leverage in- and output.

After having studied business economics in 1993, Martin operated as assistant brand manager of Kraft Jacobs Suchard. In 1996, he started as assistant CFO at SRG Swiss Broadcasting Corporation. A year and a half later, he took on the responsibilities of the commerce department at SRG. During his studies within the Rochester-Bern Executive MBA Program, Martin changed from SRG Swiss Broadcasting Corporation to its affiliated firm Publisuisse. “The program broadened my horizon and I was able to apply course contents directly to my work life.” He found great value in studying with international faculty and class mates, especially since his new position involved leading international activities and project coordination of the advertising acquisition firm.



Just one year later he was promoted again and took on the sales division. Additionally he became member of the executive board. Since September 2003, Martin is acting as director of Publisuisse. He points out the importance of flexibility starting with the attitude right up to structures and procedures. Juggling with huge volumes of data and taking sustainable decisions, he still benefits from his Rochester-Bern experience. “The knowledge of EMBA courses like statistics and corporate strategy are active constituent of my daily routine.”

When choosing an EMBA program, Martin put emphasis on reputation, accreditation, applicability and internationality. He was looking for a program cooperating with a top university offering English as education language. Today he points out the academic side of the program: “The courses were well structured and coordinated. The program taught me hands-on tools as well as soft skills.” Further he adds: “Besides the high quality faculty and the diversified student’s team, I consider the study period at the University of Rochester as one of the highlights.”

After successful completion of the 18-months study period, he was awarded with a Master’s degree of Business Administration together with thirty-seven fellow students. After more than ten years, Martin is still in touch with his class mates. “The program bound us together and we gained lifelong friendships.”

### ***Publisuisse profile***

Publisuisse AG is the point of contact between SRG SSR idée Suisse and the advertising sector. The company is the leading marketer of electronic media in Switzerland and sets standards in terms of marketing advise, campaign planning, research and order processing. Publisuisse SA offers cross-media marketing opportunities across SRG SSR television channels and radio stations. It develops customer-focused packages, thus facilitating good contact between advertisers and potential customers. It contributes around one-sixth of SRG SSR's total annual income.

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### ***Publisuisse facts & figures***

- The management is located in Bern, the sales head quarters in Zürich. There are further regional sales sites in Geneva, Lausanne and Lugano.
- SME with 110 employees.
- The equity amounts to CHF 4,500,000, split into 9,000 unlisted registered shares at 500 per piece.
- Shareholders: 99.8% SRG SSR idée Suisse plus 0.2% SGV/USAM Swiss Union of Small and Medium Sized Enterprises.
- Total of generated revenue of 7 billion Swiss francs.
- With the yearly turnover, Publisuisse contributes up to a sixth of the total receipts of SRG SSR.



"An American MBA with European perspective was exactly what I was looking for."