



David Schaeppi

Course: Getting-Started Mathematics

*Head of Marketing Services, Givaudan, Switzerland
Master in Food Science, ETH and MBA Rochester*

David Schaeppi studied food science at the Swiss Federal Institute of Technology in Zurich (ETH), from which he graduated 1995. From 1995 to 1998 he conducted research in the field of sensory science, taught sensory science to food-science students, and completed a postgraduate degree in statistics, all at the ETH. In 1998, he started working for Givaudan in Dübendorf, Switzerland, leading the sensory science department for Europe, Africa, and Middle East (EAME). In 2002, he completed the Rochester-Bern Executive MBA program. Beginning in 2003, he was responsible for consumer and market research as well as sensory science. In August 2004, he moved on to being marketing manager for dairy and ice cream in Europe. Since 2007, he is heading the marketing services department (EAME) responsible for the marketing strategy processes, competitive intelligence and the cross segment promotions.