

# Curriculum Vitae



## René Bürgin

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*'hearing & comprehension'*

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### Personal data

Date of birth September 10<sup>th</sup>, 1965 in Lausanne, Switzerland  
Civil status Married since 1997  
Nationality Swiss

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### Short profile

Expert in Audiology and Hearing Instruments fitting.  
Owner of Bürgin Hörerlebnis (Bürgin Hearing Experience).  
I am working in the hearing instrument industry since 1993.  
My experience includes 12 years of international exposure as audiology trainer and business developer in over 50 countries around the globe.

On July 1st, 2020, my wife & I opened our own business 'Bürgin Hörerlebnis'.

I am a pragmatic visionary with great passion for my work who drives projects from concept to implementation by persuasion and motivation of stakeholders. My key values are integrity, ethics and authenticity.

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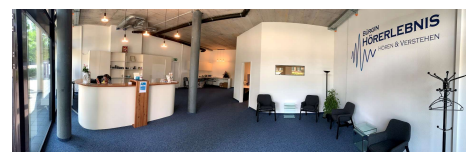
### Experience

2020 Jul – Today

#### **Business owner & Hearing Instrument Acoustician Bürgin Hörerlebnis GmbH**

After 27 years I finally had the courage together with my dear wife Silvia to open our own business in trying to implement all the expertise that we gained over those years. Me as an audiologist and Silvia as an assistant and secretary to CEOs & executive management.

Bürgin Hörerlebnis  
Zürcherstrasse 7  
8730 Uznach  
[www.buerginhoererlebnis.ch](http://www.buerginhoererlebnis.ch)



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2016 Jan – 2020 Jun	<p><b>Managing Director of ‘Audiology division’ IO Verwaltungs-GmbH</b></p>
Tasks	<ul style="list-style-type: none"> <li>➤ Development and implementation of a business plan</li> <li>➤ Development of an audiology division</li> <li>➤ Development of expansion plans</li> <li>➤ Operational lead of the audiology division</li> <li>➤ People management</li> <li>➤ Education and training of staff</li> <li>➤ Innovation management</li> <li>➤ Counseling of clients</li> <li>➤ Hearing instrument fitting</li> <li>➤ Creation of marketing content</li> <li>➤ Creation of content for website</li> <li>➤ Administration of website</li> <li>➤ Implementation of marketing schemes</li> </ul>
Achievements	<ul style="list-style-type: none"> <li>➤ Opening of the first Import Akustik POS within Import Optik at Einsiedeln / Switzerland on April 16th, 2016</li> <li>➤ Opening of the second Import Akustik POS within the Import Optik at Egerkingen / Switzerland on June 1st, 2017</li> <li>➤ Opening of the third Import Akustik POS within Import Optik at Goldau / Switzerland on November 30st, 2018</li> <li>➤ Development of “hören mit erfolg” - <a href="http://www.import-akustik.ch">www.import-akustik.ch</a></li> </ul>

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2012 Sep – 2015 Aug	<p><b>Head of Audiology &amp; eLearning Neuroth Hörcenter AG, Steinhausen</b></p> <p>Since more than 100 years the name Neuroth represents top quality in hearing instrument retail and services. More than 1000 employees provide services in more than 220 POS in 7 countries in Europe to enhance the quality of life through better hearing for hearing impaired people.</p>
Tasks	<p><b>Head of Audiology</b></p> <ul style="list-style-type: none"> <li>➤ Audiological education and development</li> <li>➤ Professional audiological training at the Neuroth Academy</li> <li>➤ Audiological competence partner for Neuroth Group</li> </ul>
Achievements	<ul style="list-style-type: none"> <li>➤ Introduction of the “The 3-Phase-HI-Adaptation-Program”</li> <li>➤ Introduction of a pediatric education scheme</li> <li>➤ Idea and participation in the setup of a longitudinal Study</li> </ul>

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Tasks	<p><b>Head of eLearning</b></p> <ul style="list-style-type: none"> <li>➤ Neuroth eLearning Program</li> <li>➤ Development of a new eLearning environment</li> <li>➤ Competence partner for eLearning for Neuroth Group</li> </ul>
Achievements	<ul style="list-style-type: none"> <li>➤ Design, creation and implementation of the “Neuroth eCampus”</li> <li>➤ Design, creation, and implementation of new eLearning standards</li> </ul>

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2011 Aug – 2012 Aug	<p><b>Training Manager</b>  <b>OERLIKON Solar Ltd, Trubbach</b> / Sold to TEL (Tokyo Electron) in Dec 2012  Oerlikon Solar offered field proven equipment and turnkey manufacturing lines for the mass production of thin film silicon solar modules.</p> <p>Oerlikon Solar has been a segment of OC Oerlikon, had approximately 700 employees in 13 locations worldwide.</p>
Tasks	<ul style="list-style-type: none"> <li>➤ Design and re-evaluation of training approaches</li> <li>➤ Introduction of new training concepts</li> <li>➤ Content management of Oerlikon Solar Training on Intranet and SharePoint</li> <li>➤ Creation of new state of the art PowerPoint presentations</li> <li>➤ Oerlikon Core Values Ambassador and Compliance Trainer</li> </ul>
Achievements	<ul style="list-style-type: none"> <li>➤ Developed an e-learning concept within 4 weeks</li> <li>➤ Introduced self-paced presentations to Oerlikon Solar</li> <li>➤ Designed an new concept for NEO (New Employees Orientation)</li> <li>➤ Conducted New Employee Orientation, SAP, SharePoint, and technical trainings as of 3rd week of start in new role</li> </ul>

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2003 Mar – 2011 Jul	<p><b>Sonova AG</b>  <i>Sonova is the leading manufacturer of innovative hearing care solutions.</i></p>
2009 Apr – 2011 Jul	<p><b>International Audiology Training &amp; Business Development Manager</b>  <b>PHONAK Communications AG, Murten</b>  Phonak Communications is part of the Sonova group and the global market leader in the domain of miniaturized radio communication.</p>
Tasks	<ul style="list-style-type: none"> <li>➤ Design of international product education schemes</li> <li>➤ Creation of scientific marketing material</li> <li>➤ Representation of the company at international conference</li> <li>➤ Business development for emergent markets</li> <li>➤ Development of web tools &amp; applications</li> <li>➤ Coordination of eLearning activities</li> </ul>
Achievements:	<ul style="list-style-type: none"> <li>➤ Designed, rolled out and tracked int. audiology training programs</li> <li>➤ Created and enrolled training curriculums</li> <li>➤ Created synchronous and asynchronous eLearning lectures based on the latest scientific data</li> <li>➤ Proposed, planned, budgeted, and coordinated the creation of internet-based applications to provide product, configuration, information, and competitive intelligence based on SAP, Hybris, CQ5 and the Phonak marketing database together with internal and external partners</li> <li>➤ Enabled 5 international speakers to have lectures via the company's eLearning platform at a congress in Stuttgart within 10 days (travel ban due to Iceland volcano eruption)</li> <li>➤ Organized, coordinated, and provided webcast on various conference</li> </ul>

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2006 Sep – 2009 Mar	<b>International Audiology Training Manager &amp; eLearning Coordinator</b> <b>September 2006 to March 2009: PHONAK AG, Staefa</b> Phonak is a company of the Sonova Holding that specializes in the design, development, production and worldwide distribution of technologically advanced wireless communication systems and hearing solutions.
Tasks	<ul style="list-style-type: none"> <li>➤ Development, design and roll out of “Train the Trainer” programs</li> <li>➤ Creation of scientific marketing material</li> <li>➤ Representation of the company at international conferences</li> <li>➤ Creation of educational product demonstrations for conferences</li> </ul>
Achievements	<ul style="list-style-type: none"> <li>➤ Co-founder of the company’s e-learning program “iLearn”</li> <li>➤ Introduced the Adobe Connect platform from nil to a total of more than 6000 registered users, ~400 meeting hosts, ~200 training managers and more than 50 authors</li> <li>➤ Proposed, evaluated and budgeted a LMS (learning management system) to track and coordinate e-learning activities effectively</li> </ul>
Achievements	<ul style="list-style-type: none"> <li>➤ Evaluated LMS: CLIX (winner), Global Teach, Umantis</li> <li>➤ Co-organized the 1st virtual audiology conference over 48 hours with speakers from all time zones and a total of ~700 participants</li> <li>➤ Proposed, developed and budgeted an internet based course with 6 modules, interactive training applications, performance control via on-line tests as well as certification with an option for mentoring students online</li> </ul>
2003 Mar – 2006 Aug	<b>International Audiology Training Manager in International Sales</b> <b>PHONAK AG, Staefa</b>
Achievements	<ul style="list-style-type: none"> <li>➤ Created educational programs to support wholesale as well as retail partners in promoting Phonak hearing instruments</li> <li>➤ Developed an action plan in coordination with the international sales managers in order to meet their needs according the milestones in the respective markets</li> <li>➤ This includes press meetings, evening functions, local seminars as well as the participation at regional conferences</li> <li>➤ Known speaker representing the company, enhancing brand awareness</li> </ul>
2001 Oct – 2003 Feb	<b>Sales Manager and Trainer for GN ReSound, Thalwil, Switzerland</b> <b>Sales &amp; Marketing Manager for Beltone Switzerland</b>
Achievements	<ul style="list-style-type: none"> <li>➤ Developed a customer care center from scratch</li> <li>➤ Implemented an internal quality control</li> <li>➤ Helped to ramp down Beltone Switzerland</li> </ul>
1993 Nov – 2001 Sep	<b>Hearing Instrument Acoustician &amp; Head of POS in Liestal und Sissach</b> <b>BÜRGIN Hörberatung, Basle</b>

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## Education, training, and qualifications

2013	Berlitz Test of Speaking Skills (French) B2
2013	Berlitz Test of Writing Skills (French) B2
2011	Photovoltaic Basic: Prof. Dr. Franz Baumgartner
2010	The Retail Business Academy: Carl Williams, Focus 360
2008 – 2009	Phonak Marketing Academy: <ul style="list-style-type: none"> <li>❖ Prof. Dr. Marcus Schögel, University of St.Gallen</li> <li>❖ Dr. Markus Müller, Marketing Auditorium St.Gallen</li> </ul>
2003 – 2004	BEC (Business English Cambridge) higher C1; Grade A
2003 Oct – Dec	Economy Basics: Franco Cavallini, Game Solution
1999 – 2000	Private Pilot License (PPL)
1993 – 1997	Federal Diploma – Hearing Instrument Acoustician
1982 – 1984	Certification – Farmer
1976 – 1982	Gymnasium of Mathematics & Natural Science Basel (MNG)
Awards	<ul style="list-style-type: none"> <li>➤ Oerlikon Ambassador 2012</li> <li>➤ Employee Appreciation Award 2008 (EAR2008)</li> <li>➤ Manpower-Oscar 1987</li> </ul>

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## Languages

German	Native language
English	Negotiation level C1
French	Conversation level B2

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## IT-Knowledge

MS Office	Very good knowledge (Super user in PowerPoint)
Adobe Suite	Very good knowledge (Super user in Adobe Connect & Adobe Presenter)
Various LMS & CMS	Very good knowledge of IMC "CLIX", SharePoint, JIMDO etc.
Various ERP	Good to very good knowledge of SAP, Navision, MS Dynamics
Noah	Very good knowledge of NOAH and HI-Fitting software of HI-Manufacturers

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<b>Web:</b>	<ul style="list-style-type: none"> <li>➤ <a href="http://www.renebuergin.ch">http://www.renebuergin.ch</a></li> <li>➤ <a href="http://ch.linkedin.com/in/renebuergin">http://ch.linkedin.com/in/renebuergin</a></li> <li>➤ <a href="https://www.xing.com/profile/Rene_Buergin">https://www.xing.com/profile/Rene_Buergin</a></li> <li>➤ <a href="http://www.buerginhoererlebnis.ch">http://www.buerginhoererlebnis.ch</a></li> </ul>
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