

CURRICULUM VITAE

Susanne Reber

Email: Susanne.reber@swisscontact.org

Phone: +41 44 454 17 17



PROFILE (BIO)

Current position :

Advisor Inclusive Economic Development, Sector Lead Sustainable Tourism SIPPO

Education :

Bachelor of Science in Sustainable Tourism, and International Development, *FHGR Chur, Switzerland*

Master of Advanced Studies in Intercultural Studies and Communication Psychology, *IKF Luzern, Switzerland*

Certificate of Advanced Studies in Development and Cooperation, *NADEL ETH Zürich, Switzerland*

Vocational education and training in banking with vocational baccalaureate, *BEKB*

Further Certifications :

Certificate in Rural Development, *Delft University of Technology, Netherlands*

Certified Auditor by the Global Sustainable Tourism Council (GSTC)

Certificate Making Market Systems Work for the Poor (M4P), *Springfield Center, England*

Certificate of Higher Education in Project Management, *VZPM, Switzerland*

Certificate in Tourism and Climate Change, *Wageningen University, Netherlands*

Practical Experiences:

Certified Hiking Guide Swiss Alpine Association and certified Mountainbike Guide

Languages :

Swiss and German (mother tongues), English (professional fluency), French (very good), Spanish and Italian (basic)

Profile statement:

Susanne Reber is an advisor with 15+ years of experience in sustainable tourism development, working with practitioners and policy makers, in developing countries. The combination of many years of practical experience in opening new tourism markets and developing new tourism offers for European tour operators combined with her academic background in international development results in a practical perspective, based on a deep understanding of the sector and its market systems. Her experience enables her to work on projects and other tourism related initiatives, providing a particularly realistic approach, leading to pragmatic recommendations.

KEY QUALIFICATIONS

Susanne has broad practical and in-depth knowledge in:

- opening tourism markets to European tour operators
- establishing partnerships and designing new tourism offers (product development, diversification)
- network in the Swiss tourism industry
- b2b and b2c marketing and export promotion professional
- tour operating
- Rural and mountain development
- private sector development
- market systems development
- Sustainable Tourism Destination Management

PROFESSIONAL EXPERIENCE

<p>Institution: Swisscontact Zürich and worldwide Date: 06.2021 – today</p>	<p>Position: Advisor Inclusive Economic Development Focus area: Sustainable Tourism Advisory, training, and research. Thematic expert and implementation of a wide range of consultancy projects in tourism to clients; Market Systems Development in Tourism, thematic and technical work, rural and mountain development projects, economic development, collaboration in acquisition work, responsible for the Swiss stakeholder network</p>
<p>Institution: Swiss Import Promotion Programme SIPPO Bern, Albania, Bosnia & Herzegovina, Colombia, Indonesia, North Macedonia, Morocco, Peru, Serbia, South Africa, Tunisia, Ukraine, Vietnam Date: 02.2022- today</p>	<p>Position: Sector Lead Sustainable Tourism Marketing and Export Promotion Project for export-ready companies, in collaboration with Business Support Association in a Market Systems Development Approach. Strengthening the tourism export promotion system and facilitating access to buyer markets.</p> <p>Financed by the Swiss State Secretariat for Economic Affairs, 2021-2025 and 2025-2029</p> <p>Ensuring the overall quality and development of the tourism program, particularly in technical work such as the adherence and further development of approaches, the identification and application of appropriate methodologies, and the development of market systems</p> <p>Responsible for strategic sector planning; supporting and advising the SIPPO countries with the implementation of their action plans in the field of compliance&certification, marketing&promotion, strategy formulation, networking and market intelligence; identifying industry trends and innovations; advisory in the field of the products life cycle particularly product development, product innovation and product management; Market Systems Development, facilitating capacity building and sector input sessions; tourism consultants' management; knowledge management and elaborating global annual plans and reports</p>
<p>Institutions: Swiss niche tourism operators Mountainbike, hiking, trekking, mountaineering, skitouring, nature and culture</p> <p>Institution: Alpin Travel, 09.2015 – 02.2020 Institution: Globetrotter, Globotrek 12.2010 – 09.2015</p> <p>Areas of operation: Countries around the Himalayas, Pamir, Andes, Atlas, Caucasus, and various other rural, mountain, and desert regions.</p>	<p>Position: Product Manager and scoping consultant for Niche Tourism offers and development of portfolio</p> <p>Identifying and opening new markets and regions for private sector Swiss-based tour operators; market intelligence, product development, identification and onsite assessment of potential, opportunities, and feasibility for new service offers, designing new niche tourism offers; assessing potential partners, negotiations, building capacities of local tour operators and other actors in the system for market readiness, support network activities and export promotion measures to get access to the target markets, guiding pilot tourist group tours, marketing, sales, administrative tasks, preparing reports.</p>

Institution: Carlson Wagonlit Travel, Bern Date: 11.2009 – 11.2010	Position: Consultant for Business Travel Consultant for private business travel clients and advisor on travel-related topics; GDS; accounting; re-routing and rebooking of client flights; logistics like offering and booking of accommodations; transportations and VIP-services
Institution: Julchiin World Tours, Ulanbaatar, Mongolia Date: 12.2008 – 10.2009	Position: Project Associate Market intelligence, facilitation of access to European target markets, Baseline studies, translations, product development, itinerary development, guiding German-speaking groups, marketing and promotion
Institution: Ranag School, Light of Education, Kathmandu, Nepal Date: 09.2007 – 08.2008	Position: Teacher for formal initial education and life skills

REFERENCE PROJECTS

<ul style="list-style-type: none"> ✓ Sector Lead Sustainable Tourism at the Swiss Import Promotion Programme (SIPPO). This Market Systems Development Programme in Export Promotion in the Last Mile is funded by SECO and operates in the following countries: Indonesia, Vietnam, Serbia, Bosnia, Albania, North Macedonia, Morocco, Tunisia, South Africa, Colombia and Peru, Ukraine of which four countries work in sustainable tourism. ✓ This program aims to support Business Support Organisations to develop their capacities in delivering high quality, up-to-date, modern, and sustainable services to market-ready companies. This allows the companies to increase their market attractiveness, to get access to the importer markets, and to increase their revenues with sustainable business practices. Impact at scale is reached through working with the main actors in the system.
<ul style="list-style-type: none"> ✓ Core team member in the design of various tourism development projects in the field of: <ul style="list-style-type: none"> - Skills in hospitality in Georgia - Rural tourism development in Morocco Morocco - STDM - Swiss Import Promotion Programme, Phase 3 Design, Market Systems Approach, SIPPO - Destination management and sustainable tourism strategies in Nepal
<ul style="list-style-type: none"> ✓ Lead pilot project to open Tajikistan for a Swiss-based Tour Operator. Interventions around capacity building for market-readiness of the selected pilot tour company and other related actors along the value chain, identification and onsite assessment of tourism service offer potential, design of new service offers, support in Export Promotion, guiding pilot tourist groups from Europe Travel company "Tajikistan Adventure" in Tajikistan – Tours and trips in Tajikistan! (tajikistan-adventure.com)
<ul style="list-style-type: none"> ✓ Lead conceptualization; operationalization and accompanying various educational tours that contribute to building the participants' capacity by enhancing their knowledge and practical insights in relevant touristic fields for Tunisia - Destination in South-East Tunisia, Tunisia - Tourism Governance and Marketing and Morocco - STDM
<ul style="list-style-type: none"> ✓ Numerous assignments for pilots to open new markets and regions, including product development and diversification on behalf of the Swiss private Sector (tour operator groups) in the Himalayas, Andes, Pamir, Caucasus, Atlas and other rural areas.
<ul style="list-style-type: none"> ✓ Lead early impact and formative research of an accreditation intervention in the hospitality sector for rural accommodation organisations in Georgia. Market Systems Development Project - Rural SME (Small and medium-sized enterprises) Development - Projects - Site (swisscontact.org)
<ul style="list-style-type: none"> ✓ Analysis and elaboration of the chapter on Swiss DMO structure for a case study in the framework of the capitalization efforts in the intervention areas Destination Management, Skills Development and Private Sector Engagement for the Indonesian SUSTOUR project
<ul style="list-style-type: none"> ✓ Background research and on-demand support in the consultancy "Developing a Sustainable Tourism Circuit in South Rupununi Guyana"