

CURRICULUM VITAE

Susanne Reber

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PROFILE (BIO)

Current Position :

Advisor Inclusive Economic Development, focus Sustainable Tourism
Sector Lead Sustainable Tourism SIPPO

Education :

Bachelor of Science in Sustainable Tourism, and International Development, *FHGR Chur, Switzerland*
Master of Advanced Studies in Transcultural Communication Psychology and Leadership, *IKF Luzern, Switzerland*
Certificate of Advanced Studies in Development and Cooperation, *NADEL ETH Zürich, Switzerland*
Vocational Education and Training in Banking with Vocational Baccalaureate, *Wirtschafts- und Kaderschule, Bern*

Further Certifications :

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

Languages :

Swiss/German (mother tongue), English (professional fluency), French (good)

Profile statement:

Susanne Reber is a senior expert in sustainable tourism development with nearly 20 years of experience in the sector. Drawing on more than a decade of experience in the Swiss outbound tourism industry, where she represented the demand side and implemented Swiss private sector-driven market readiness initiatives for tourism providers in partner countries, she brings in a highly hands-on perspective. Combined with her academic background, she connects systemic, strategic thinking with practical implementation.

KEY QUALIFICATIONS

Susanne has broad practical and in-depth knowledge in:

- Strategic advisory on project and intervention design and implementation
- Access to market interventions like opening new tourism markets to tour operators
- Partnership development and tourism product design (including diversification)
- B2B and B2C marketing and export promotion
- Destination management and tour operating
- Rural and mountain development
- Private sector development
- Market systems development (MSD)
- Extensive network within the Swiss tourism industry

PROFESSIONAL EXPERIENCE

Institution: Swisscontact Zürich and worldwide Date: 06.2021 – today	Position: Advisor Inclusive Economic Development Focus area: Sustainable Tourism Strategic advisory, training, and research. Thematic expert and implementation of a wide range of consultancies and 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 network
Project: Swiss Export Promotion Programme SIPPO Bern, Albania, Bosnia & Herzegovina, Indonesia, North Macedonia, Morocco, Peru, Serbia, South Africa, Tunisia, Ukraine, Vietnam Date: 02.2022- today	Position: Sector Lead Sustainable Tourism & Backstopper for Market Systems Development Trade Promotion Project for export-oriented 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. Financed by the Swiss State Secretariat for Economic Affairs, 2021-2025 and 2025-2029. 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. Responsible for strategic sector planning and reporting; supporting and advising the SIPPO countries with the implementation of their annual plans in the field of compliance&certification, marketing&promotion, export promotion policy and strategy, market intelligence and e-commerce.
Institutions: Swiss niche tourism operators Mountainbike, hiking, trekking, mountaineering, skitouring, nature and culture Institution: Alpin Travel, 09.2015 – 02.2020 Institution: Globetrotter, Globotrek 12.2010 – 09.2015 Areas of operation: Countries around the Himalayas, Pamir, Andes, Atlas, Caucasus, and various other rural, mountain, and desert regions.	Position: Product Manager and scoping consultant for Niche Tourism offers and development of portfolio 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.
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

✓ Sector Lead Sustainable Tourism & main Backstopper for Market Systems Development 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 11 countries. 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.
✓ Strategic Backstopper and Advisory for Tourisme Durable Suisse-Maroc TDSM and II, Morocco TDSM supports the development of sustainable tourism in the rural and mountainous region of Beni Mellal–Azilal region by strengthening local value chains, enhancing destination management, and creating income and employment opportunities.
✓ Strategic Backstopper and Advisory for Developing Inclusive and Green Opportunities DIGO , Nepal Project promoting inclusive and sustainable tourism in Nepal by strengthening tourism enterprises, improving destination management, and developing skills to enable greener practices and economic opportunities for local communities.
✓ Core team member in the design of various tourism development projects in the field of: 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
✓ 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)
✓ 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
✓ 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.
✓ 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)
✓ 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 .