

CURRICULUM VITAE

Susanne Reber

Email: Susanne.reber@swisscontact.org
Phone: +41 44 454 17 17



PROFILE (BIO)

Current position: Advisor Inclusive Economic Development

Education:

Bsc. Sustainable Tourism and International Development
Certification of Higher Education in Project Management
Federal Diploma of Vocational Education in business, commercial & economy, specialisation in Banking

Languages: German (mother tongue), English (professional fluency), French (very good), Spanish (good-basic), Italian (basic)

Profile statement:

Susanne Reber is an expert in sustainable tourism development with 20 years' experience in the private sector, including 15 in the tourism sector with a focus on developing countries. The combination of her private sector experience and her academic background in international development gives Susanne a practical perspective on the sector and enables her to contribute to projects with particularly concrete, realistic, and implementable recommendations.

KEY QUALIFICATIONS

Susanne has knowledge in tour operating, product development and comprehensive competencies in the outdoor tourism sector. She has a diversified network of public and private sector actors in Switzerland and worldwide. She has carried out various onsite analyses and baseline studies for niche tourism product potential. She is particularly familiar with the European market landscape, the tourist perspective, the demand-oriented service approach, customer behaviour and service orientation.

PROFESSIONAL EXPERIENCE

<p>Institution: Swisscontact Date: 02.2022 – present</p>	<p>Position: Sustainable Tourism Development Expert Advisor Inclusive Economic Development (since Jan 23) Advisory, thematic expertise and implementation of several consultancy projects in tourism to internal and external clients, content-related contribution and collaboration in acquisition work, contribution to thematic inputs and content creation for the homepage, COP and newsletters</p>
<p>Institution: Swiss Import Promotion Programme SIPPO Date: 02.2022 – present</p>	<p>Position: Sector Lead Tourism Responsible for strategic sector planning, supporting, and advising the SIPPO countries with the implementation of their action plans, identifying industry trends and innovations, facilitating capacity building and sector input sessions, tourism consultants' management, knowledge management and elaborating global annual plans and reports</p>
<p>Institution: Swisscontact Date: 06.2021 – 10.2022</p>	<p>Position: Coordinator World Café Swiss Tourism Dialogue Leading the processes of conceptualisation, organisation and operationalisation of the World Café on sustainable tourism topics for the Swiss Dialogue on Tourism and Sustainable Development Goals</p>
<p>Institution: Alpin Travel GmbH Date: 09.2015 – 02.2020</p>	<p>Position: Consultant for Niche Tourism / Tour Operating Product development and product management, customer advisory, collaboration with international partners, field analysis of the potential for niche products and local</p>

Institution: Globotrek, die Spezialisten Date: 12.2010 – 09.2015	partners in focus countries around the Himalaya, Pamir, Caucasus, Atlas and Andes, guiding study tours, Marketing, trade fair participation, event participation
Institution: Carlson Wagonlit Travel Date: 07.2008 – 22.2010	Position: Consultant for Business Travel Private consultant for business travel clients and advisory for travel-related topics. GDS, accounting, rerouting, and rebooking of clients, accommodation, transportation and VIP-service
Institution: Berner Kantonalbank BEKB I BCBE Date: 03.2003 – 07.2007	Position: Advisor Banking Banking advisor for private clients, service orientation, acquisition, cooperation in a start-up phase of a mobile bank system (mobile home as a mobile bank branch)

REFERENCE PROJECTS

Sector Lead Sustainable Tourism at the [Swiss Import Promotion Programme \(SIPPO\)](#).

Responsible for strategic sector planning, supporting, and advising SIPPO countries with the implementation of their action plans, identifying sector trends and innovation, facilitating capacity building and sector inputs, consultants' management, reporting, knowledge management.

Lead conceptualisation, operationalisation 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](#)

Analysis of potential and baseline study for a series of international project students week for the [Switzerland-Morocco Sustainable Tourism Development Programme](#)

Lead conceptualisation, coordination, and operationalisation of an international world café event for [Swiss SDG Tourism Dialogue "SwissTourism4SDGs"](#) with 30 different participating countries, 85 stakeholders from the Swiss and international tourism sector and roundtables on 17 different tourism-sustainability-related topics.

Background research and back-office support in the consultancy "Developing a Sustainable Tourism Circuit in South Rupununi Guyana".

Various assignments with field missions for baseline studies and potential analysis for private sector players with a focus on touristic niche products and collaborations. Worldwide, with specialisation in countries around the Himalayas, Pamir, Andees, Caucasus and Atlas.

Advisories for tour operating companies in the start-up or strategic reorientation phase in Mongolia and Tajikistan, private sector initiatives.