



CURRICULUM VITAE Susanne Reber

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PROFILE (BIO)

Current position :

Advisor Inclusive Economic Development - Focus area Sustainable Tourism

Education :

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

Master of Advanced Studies in Intercultural Competences, *IKF Luzern, Switzerland, ongoing*

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

Federal Diploma of Vocational Education in Business, Commercial & Economy, and Banking, *KBSE Emmental, CH*

Further Certifications :

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

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

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

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

Certified Hiking and Mountainbike Guide

Languages :

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

Profile statement:

Susanne Reber is a senior professional expert, 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 of direct service delivery in the private sector and her academic background in international development results in a practical perspective, based on a deep understanding of the sector and enables her to work on projects and other tourism related initiatives, providing a particularly concrete, realistic, approach, leading to pragmatic, workable recommendations.

KEY QUALIFICATIONS

Susanne has broad practical and in-depth knowledge in:

- tour operating
- opening tourism markets to European tour companies
- establishing partnerships and designing new tourism service offers
- private sector development

She is very familiar with customer behaviour, export promotion, the product life cycle – particularly tourism product development, and tourism product innovation.

She has a comprehensive understanding of Visitor Flow Approaches, Destination Management and Market Systems Development. She is very well networked within the Swiss tourism industry and has an extensive set of competencies, and a professional interest, in the outdoor tourism sector in rural and mountainous areas.

PROFESSIONAL EXPERIENCE

Institution: Swisscontact Zürich and worldwide Date: 06.2021 – today	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; content-related contribution and collaboration in acquisition work; contribution to thematic inputs and content creation for the homepage; COP and newsletters
Institution: Swiss Import Promotion Programme SIPPO Bern, Albania, Colombia, North Macedonia, Peru Date: 02.2022- today	Position: Sector Lead Sustainable Tourism Responsible for strategic sector planning; supporting and advising the SIPPO countries with the implementation of their action plans; identifying industry trends and innovations; advisory in the field of the products life cycle particularly product development, product innovation and product management; facilitating capacity building and sector input sessions; tourism consultants' management; knowledge management and elaborating global annual plans and reports
Institution: Alpin Travel GmbH, worldwide Date: 09.2015 – 02.2020 Institution: Globotrek, die Spezialisten, worldwide Date: 12.2010 – 09.2015	Position: Consultant for Niche Tourism / Tour Operating Company Identifying and pening 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. Focus regions: Countries around the Himalayas, Pamir, Caucasus, Atlas, Andes, and various other rural and mountainous areas.
Institution: Carlson Wagonlit Travel, Bern Date: 07.2008 – 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: Berner Kantonalbank BEKB BCBE, Langnau Date: 03.2003 – 07.2007	Position: Advisor Banking Banking advisor for private clients; sales and acquisition; and innovation of new services – ex. involvement in the 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) . This programme is funded by SECO and operates in the following countries: Indonesia, Vietnam, Serbia, Bosnia, Albania , North Macedonia , Morocco, Tunisia, South Africa, Colombia and Peru , of which four countries work in sustainable tourism. Responsible for strategic sector planning; supporting and advising SIPPO countries with the implementation of their action plans; advisory in the field of the products life cycle particularly product development; identifying sector trends and innovation; facilitating capacity building and sector inputs; consultants' management; reporting; knowledge management
✓	Lead early impact and formative assessment of an accreditation intervention in the hospitality sector for rural accommodation organisations in Georgia Rural SME (Small and medium-sized enterprises) Development - Projects - Site (swisscontact.org)
✓	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
✓	Analysis of potential and baseline study for a series of international project students week for the Switzerland-Morocco Sustainable Tourism Development Programme
✓	Lead conceptualization, coordination, and operationalization 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.
✓	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
✓	Numerous assignments for pilots to open new markets and regions for a Swiss-based Tour Operator in the Himalayas, Andees, Pamir, Caucasus, Atlas and other rural areas.
✓	Background research and on-demand support in the consultancy "Developing a Sustainable Tourism Circuit in South Rupununi Guyana"