

LARA VON DÄNIKEN

CURRICULUM VITAE

> EXPERIENCE

STRATEGIC VALUE ANALYST

Accenture | Switzerland

Since 10|2022

In the CFO & Enterprise Value team, my focus lays on developing strategies to boost the operative performance of companies, creating futuristic visions for different business areas, analysing value propositions, and building trusting relationships with our clients.

WORKING STUDENT

Accenture | Switzerland

06|2022 - 09|2022

In the Talent & Organisation team, I focused on organisational design and strategy including business transformation, change management, talent strategy, digital enablement and more.

DIGITAL LEARNING THESIS

Victorinox AG | Switzerland

02|2021 - 08|2021

In the Corporate Learning team, I designed a change management strategy to facilitate digital learning via a learning management system (LMS). For more insights, click [here](#).

SALES ACCOUNT REPRESENTATIVE INTERN

Amazon Web Services | United Kingdom

06|2020 - 09|2020

I developed digital transformation strategies tailored for sales representatives and a service mapping, while focusing on understanding industry-wide pain points and learning the AWS portfolio.

JUNIOR CONSULTANT

KB Touchpoint Management | Switzerland

11|2018 - 05|2020

CREATIVE MARKETING INTERN

Hi-Beau International | Singapore

07|2019 - 09|2019

CLIENT ADVISOR

Sypany Insurances AG | Switzerland

10|2017 - 07|2018

MARKETING & COMMUNICATION INTERN

Branding Consultores | Ecuador

06|2017 - 08|2017

> EDUCATION

MSc INTERNATIONAL BUSINESS - GRADE 5.4

ZHAW Zurich University of Applied Sciences | Switzerland

09|2021 - 10|2022

Ranked amongst the top 100 global masters in management by Financial Times, I expanded my knowledge in business internationalization, intercultural management, and leadership.

BA DESIGN MANAGEMENT INTERNATIONAL - GRADE 5.4

HSLU Lucerne University of Applied Science | Switzerland

09|2018 - 07|2021

I learned to improve processes and strategies that enable innovation and create effectively-designed products, services, experiences or brands from a human-centered perspective.

CAMBRIDGE PREPARATION COURSE - GRADE C

Navitas English School | Australia

01|2017 - 03|2017

HIGH SCHOOL - GRADE 5.1

Gymnasium | Switzerland

08|2013 - 12|2016



"My passions revolve around strategies at the intersection of customer needs, business profitability, and technological disruption. My innovative mindset enables me to solve problems creatively and drive value for organizational competitiveness."

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DATE OF BIRTH

16.06.1997

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Switzerland

KEY SKILLS

- > Change Management
- > Design Thinking
- > Customer Centricity
- > Strategic Innovation
- > Digital Transformation

HOBBIES

- Singing + Piano
- Cooking + Photography
- Traveling + Yoga

> SUCCESSES

FEMALE TALENT PROGRAM Accenture	2021
I was selected to join Accenture's female talent program during which I received mentoring, and learned about the most disruptive technology trends. Find the certificate here .	
CLOUD SERVICES Digital Transformation Strategy	2020
I created digital roadmaps where I aligned digital programs and use cases to enabling technologies and partners which was implemented organization-wide.	
EVENT MANAGEMENT National Health Fair	2019
For Singapore's Kid's World Fair, I successfully prepared and managed the event, expecting over 3000 guests which lead to measurable increased brand awareness.	
PROJECT MANAGEMENT Market Expansion to Europe	2019
In the lead of this project, I analysed the market, identified potential, and developed a concept to adapt an Asian brand's strategy to the European market.	
MARKET ANALYSIS Brand Identity, Market Positioning	2018
In order to support a fashion label with establishing their brand, my project team and I conducted a market analysis to identify a target group by doing quantitative and qualitative research.	

> CERTIFICATIONS

AWS CERTIFIED CLOUD PRACTITIONER Pass	2020
This certifies a fundamental understanding of IT services and their uses in the AWS Cloud, as well as cloud fluency and foundational AWS knowledge.	
CAMBRIDGE CERTIFICATE OF PROFICIENCY 91% Score	2017
The Certificate of Proficiency in English is the highest level English certificate that the University of Cambridge offers.	
HIGH SCHOOL 5.1 Grade	2016
Diploma thesis: "How do we photographically visualize the change of selected key terms from different literary eras in comparison to the present?"	
INSTITUTO SAN FERNANDO DE LA LENGUA ESPAÑOLA 100% Score	2015
During a language stay in Santiago de Compostela (Spain), I had the opportunity to improve my Spanish skills, confirmed by the highest grade of the certificate.	

> REFERENCES

ULRIKE FOX

Head of Corporate Learning at Victorinox

SHARON CHAN

Brand Manager at Hi-Beau International

KATHARINA BÜELER

Founder & CEO at KB Touchpoint Management

LANGUAGES

German	>	native language
English	>	excellent
Spanish	>	excellent
French	>	fluent
Italian	>	basic knowledge
Chinese	>	currently learning

PUBLICATIONS

DIGITAL VS. PRINT INTERVIEW

A publication of my [interview](#) about digital transformation.

INTERNSHIP INTERVIEW

An [interview](#) about my internship, job role and project at Amazon Web Services.

EVENT MANAGEMENT BLOG

9 published blog articles in Spanish on event management topics.

VOLUNTEERING

Stanford University officially announced me as an "University Innovation Fellow".
Find the yearbook [here](#).



I successfully participated in the "[Remember Now](#)" Research Project to investigate the effects of the COVID-19 pandemic on people's lives.



HARVARD
T.H. CHAN
SCHOOL OF PUBLIC HEALTH