



Simon Bienz

Affinitas AG
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To build trust, you must first be human, then an expert.

Short description

Simon Bienz has decades of professional management experience in manufacturing and internationally active industrial companies. He has worked in mechanical and plant engineering, as well as in the plastics processing and in the chemical-technical industry. In his various roles, from sales engineer to deputy managing director, he has acquired extensive B2B experience that enables him to interact with different target groups at different levels. Simon Bienz is characterized by an analytical and structured way of working and he stands for process-oriented behaviours. He enjoys motivating other people and getting them behind a cause. His approach is well-considered, forward-looking and always focussed on the matter at hand. He makes sure to bring his various undertakings to a successful conclusion.

In addition to that, Simon Bienz has successfully completed the Master of Advanced Studies (MAS) in Business Psychology, gaining scientifically grounded expertise in the field. His master's thesis, entitled "Integrity and Competence – The Impact of Social Perception and Trust on the Intention to Collaborate in Management Consulting," received top marks. This advanced education has deepened his understanding of how people think, decide, and act in business contexts - and how to strategically align this knowledge with organizational goals.

For customers of Affinitas AG, this means added value: challenges are addressed not only on a technical level, but also through effective interpersonal solutions.

Focal points

- Priority-based working methods within the context of the big picture
- Analytical, structured and process-oriented behaviour
- Knowledge of the methods of position analysis for products, services and companies
- Distinction between strategic and operational thinking and action based on the situation at hand
- Solution- and resource-oriented leadership
- Committed to the pursuit of goals
- Organizational and personnel development along strategic lines
- Leadership of areas and projects with an effective feedback culture to promote a climate of innovation

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Professional experience

- Conducting strategic analyses (e.g. mission statement, corporate culture, core competencies, environment, 5-Forces, SWOT, 9-field matrix, market fields, canvas, product life cycles, target groups, competition)
- Strategy development and involvement of relevant groups (development and implementation of strategic approaches, directions and objectives)
- Creating and realising business plans and concepts for specific projects
- Development and management of sales and marketing teams, key account management and product management
- Brand management and customer segmentation; aligning brands to the needs of relevant target groups
- Benchmark analyses and corresponding product positioning
- Introduction of sales statistics and planning
- Designing relevant KPIs for managing business units, profit and loss responsibility for business units
- Achievement of sales and margin targets, budget and overall sales responsibility of CHF 60 million
- Achieving profitable and sustainable growth in existing and new markets
- Alignment of the organisation and processes with standards for specific product conformities
- Active participation in ERP evaluation and implementation in the role of sub-project manager
- Development and implementation of leadership and cooperation principles in teams
- Organisational development, promotion of cooperation in teams
- Development and mentoring of talents, support in career planning
- Promoting cooperation between different areas and departments
- Structuring and conducting employee surveys, developing recommendations for action and managing appropriate measures, coaching key personnel
- Crisis management in the event of debt restructuring and establishment of a rescue company (with a focus on rebuilding reputation in the market)
- Crisis management in the event of a shortage of raw materials and rising costs due to disruptions in global supply chains
- Designing, creating and maintaining quality and environmental management systems, conducting internal and external audits, certifications of management systems in accordance with ISO 9001:2015 and ISO 14001:2015
- Drafting, negotiating and concluding letters of intent, as well as cooperation-, distribution- and non-disclosure-agreements