



# TOM ZAMZOW

Vevey | Switzerland

[LinkedIn](#)

## WHO I AM

Across sectors and the various positions I have held in my 7 years of experience in the world of (digital) marketing and communications, the one conviction that has never wavered is that compelling narratives and storytelling have the power to move mountains. Be it towards goals such as brand recognition, business growth or sustainable development, I believe that integrity and consistency of content between product lines and the corporate brand are what makes or breaks a great story. At work, you will experience me as outgoing, present and at my best when weaving compelling narratives across platforms. I am at ease with making new connections and enjoy positions that require stakeholder management and collaboration.

## CORE COMPETENCIES

Omni-channel Communications Strategy and Execution | Content Planning and Production  
 Copywriting and Thought Leadership | Event Design and Moderation | Budget and KPI Tracking  
 Stakeholder Management | Corporate Branding and Public Relations | Digital Marketing and Insights  
 Bilingual in German and English, fluent in French and Dutch

## KEY ACHIEVEMENTS

### INITIATIVE FOR SYSTEMIC INVESTING | PUBLIC RELATIONS LEAD

June 2022 - Present | Part-Time | Zurich, Switzerland

- | Expand reach for product offers through targeted public relations work and stakeholder engagement
- | Doubling of social media following and engagement rates through novel storytelling formats
- | Creation of an in-house communications practice driving thought leadership for global audiences
- | Event and engagement design, including hosting and representation at third party events

### ZAMZOW CONSULTING | COMMUNICATIONS AND REPUTATION MANAGEMENT

March 2021 - Present | Vevey, Switzerland

- | Creation of an original thought-leadership series to bolster client reputation and attract new business
- | Narrative design for the successful launch of exec. education offers in sustainable manufacturing
- | Brand building with partners in academia and SMEs, including guest columns and event moderation
- | Opening of new networks for 3<sup>rd</sup> party speaking and publication opportunities for clients

### HIGHER! CAREER PODCAST | CREATOR, PRODUCER AND HOST

February 2021 - Present | Vevey, Switzerland

- | End-to-end brand launch including visual branding, narrative, UVP development and digital marketing
- | Attraction of high-calibre guest speakers to explore the future of work and talent attraction/retention
- | Presence as guest speaker on multiple podcasts and industry events
- | 5600 individual episode downloads to date

### PHILIP MORRIS INTERNATIONAL | COMMUNICATIONS AND PARTNERSHIPS LEAD

January 2019 - February 2021 | Lausanne, Switzerland

- | Development of a public relations engagement tool to find new leads and grow brand visibility
- | Creation of executive education with leading academia to train 800+ staff in communications
- | Development of a novel branding format to reposition senior leadership in line with transformation narrative
- | Shaping of new internal synergies between communications and consumer groups to drive efficiencies
- | Role was preceded by positions in regional brand management, digital marketing and portfolio strategy

## PROFESSIONAL EXPERIENCE

### INITIATIVE FOR SYSTEMIC INVESTING | PUBLIC RELATIONS LEAD

June 2022 - Present | Part-Time | Zurich, Switzerland

**WHAT** | Position an impact Start-up as the global authority on system transformation finance  
| Own and execute the PR mix across online/offline, including event scouting and hosting  
| Establish a writing practice with employee voices from innovation, finance, sustainability  
| <https://transformation.capital>

**HOW** | Industry Press Engagement | Website and SEO | Copywriting and Thought Leadership  
| Narrative Development | Community Management | Event Planning and Execution  
| (Social) Media Management | Omni-channel Communications Strategy and Execution

### ZAMZOW CONSULTING | COMMUNICATIONS AND REPUTATION MANAGEMENT

March 2021 - Present | Vevey, Switzerland

**WHAT** | Generate compelling personal and organisational narratives for business development  
| Create holistic communications and digital marketing frameworks to generate followership  
| Design and leverage organisational ESG profiles to boost brand perception and visibility  
| Write and publish original thought leadership pieces for various target audiences  
| <https://tomzamzow.com/zamzow-consulting>

**HOW** | (Online) Reputation Management | Communications Strategy and Execution  
| Storytelling and Narrative Design | Organisational ESG Profiling | Copywriting  
| Organisational and Personal Branding | Network Acquisition | KPI Reporting

### HIGHER! CAREER PODCAST | CREATOR, PRODUCER AND HOST

February 2021 - Present | Vevey, Switzerland

**WHAT** | Creation and promotion of a podcast on career fulfilment and changing employee needs  
| Help businesses stay abreast of talent acquisition and retention trends  
| Advocacy vehicle for global ESG and DEI&B agenda  
| <https://tomzamzow.com/higher-career-podcast>

**HOW** | Content Strategy | Journalism | Social Media Management | AV Asset Design | Branding  
| Promotion | Editorial | Project Management | Digital Marketing

### PHILIP MORRIS INTERNATIONAL | COMMUNICATIONS AND PARTNERSHIPS LEAD

January 2019 - February 2021 | Lausanne, Switzerland

**WHAT** | Develop partnerships in B2B, academia and niche influencer spokesperson spaces  
| Conceptualise and execute stakeholder engagement events (online and offline)  
| Use internal and external opinion poll data to sharpen and target communications  
| Design company-wide communications up-skill programs with leading academia

**HOW** | Event Management | Executive Branding (C-suite) | Network Development  
| USD +1mio Budget Responsibility | Creative Agency Management | Press Engagement  
| Messaging Strategy | Media Training | Content Production

### PHILIP MORRIS INTERNATIONAL | PORTFOLIO STRATEGY AND DIGITAL INNOVATION

April 2017 - December 2018 | Lausanne, Switzerland

**EXECUTIVE DUTY FREE GLOBAL**

**WHAT** | Govern global portfolio development and optimisation towards consumer trends  
| Design and deploy digital marketing solutions. Later deployed in global locations

**HOW** | Trend Studies | Global Performance Analysis (Nielsen and sales data)  
| Creative Agency Management | Design Sprints | Supply Chain Optimisation

## **PHILIP MORRIS INTERNATIONAL | MARKETING EXECUTIVE EU REGION**

*June 2016 - March 2017 | Lausanne, Switzerland*

**WHAT** | Run strategic project review across functions (marketing, sales, legal, operations)  
| Manage EU team relationships with country offices and other HQ functions  
| Support in product and marketing campaign deployment across the territory

**HOW** | Multi-brand campaign planning | Integrated Process Governance  
| Advocate for Cross-functional Collaboration | Community Management

## **LANGUAGES**

**GERMAN** | Native  
**ENGLISH** | Native/Bilingual  
**FRENCH** | Fluent  
**DUTCH** | Working Proficiency

## **DEGREES AND CERTIFICATES**

### **GRADUATE INSTITUTE OF INTERNATIONAL AND DEVELOPMENT STUDIES**

*June 2020 - September 2021 | Geneva, Switzerland*

Executive Masters in Advocacy in International Affairs and Policy Making

### **IMD BUSINESS SCHOOL**

*November 2020 - December 2020 | Lausanne, Switzerland*

Certificate program "The Art and Science of Communication"

### **THUNDERBIRD SCHOOL OF GLOBAL MANAGEMENT**

*June 2019 - October 2019 | Lausanne, Switzerland*

Certificate program "Communications Leadership in the Transformation Era"

### **HYPER ISLAND**

*March 2018 | Manchester, England*

Certificate program "User Experience Design"

### **VHL UNIVERSITY OF APPLIED SCIENCES**

*September 2011 - May 2015 | Geneva, Switzerland*

Bsc in Coastal Zone Management, focusing on sustainable economic development through policy and civil society engagement

## **RESEARCH**

### **GRADUATE INSTITUTE OF INTERNATIONAL AND DEVELOPMENT STUDIES | THESIS**

*November 2020 - February 2021 | Geneva, Switzerland*

Master Thesis: Proposal for a policy intervention to address the negative socio-economic and environmental consequences of subsidies in the European fisheries sector and repurpose capital towards community building and education.

### **AQUACULTURE STEWARDSHIP COUNCIL | THESIS**

*February 2015 - July 2015 | Hamburg, Germany*

Bachelor thesis: Communications strategy for the ASC's German market introduction leveraging media, retail and NGO engagements to advocate the contribution to national sustainability policy.

### **THÜNEN INSTITUTE | MARITIME POLICY MANAGEMENT**

*June 2014 - October 2014 | Hamburg, Germany*

Data driven development of a management framework to govern cohesive maritime resource management across a diverse set of competing stakeholder interest (economy, politics, NGO) in line with local legislation.

## MEMORIAL UNIVERSITY OF NEWFOUNDLAND | FISHERIES POLICY ANALYSIS

February 2013 - June 2013 | St. Johns, Canada

Stakeholder mapping in the local fisheries policy space and analysis of historical policy implementation.

### WORK SAMPLES

#### INITIATIVE FOR SYSTEMIC INVESTING [Link](#)

Thought leadership series on systems thinking and sustainable finance in the mobility space

#### COACHING CLIENT IN NYC [Link](#)

Thought leadership series to position client as senior executive and leading figure in the coaching space

#### ST. GALLEN SYMPOSIUM [Link](#)

Guest column at the intersection of innovation and resource scarcity towards sustainable development

#### HORASIS - THE GLOBAL VISIONS COMMUNITY [Link](#)

Guest column on novel ways in which networking at virtual events can be curated effectively

#### THE GRADUATE INSTITUTE OF INTERNATIONAL AND DEVELOPMENT STUDIES [Link](#)

Guest column exploring the psychosocial barriers to sustainable development

#### THE "IMPACT 17" IMPACT NETWORK [Link](#)

Guest column illustrating strategies and tactics to designing partnerships across cultural divides

#### THE MILE WIDE VIEW OF TALENT ACQUISITION PODCAST [Link](#)

Guest appearance discussing the future of talent attraction and retention