

Who is **Patrick Schmitter**? CEO of **foryouandyourcustomers** Zurich with many years of professional and management experience in the digital revolution.



More about Patrick Schmitter (pas) at <https://pas.foryouandyourcustomers.com>.

What Patrick Schmitter offers

Patrick Schmitter uses his comprehensive professional and management experience, so that you and your business can also sustainably benefit from the multichannel and digital transformation.

He knows from his many years of experience as head of online channel at Swisscom what counts in practice. He supports you particularly in the fields of strategy development, organizational and cultural change as well as in the set-up and implementation of projects in the online segment.

Among other things, he supports you in the areas of strategy development and the implementation of online projects.

His Background

Patrick Schmitter has more than 20 years of practical experience in management positions covering the multichannel and digital transformation segments. As head of e-banking, he was responsible for electronic banking at Aargauische Kantonalbank from 1992 to 1999. He developed and also operationally managed the online environment as head of online channel at Swisscom between 1999 and 2011. In addition to his activities in the organizational development and defining the necessary processes, he also developed sound expertise in the set-up and successful implementation of major online projects including websites, online shopping, login and selfcare management there.

After working at Swisscom, he worked for three years as a COO and senior consultant in a consulting company, focusing on the financial and health insurance sector.

In addition to his comprehensive professional experience, he also has a degree in business informatics from the

Higher Professional School of Business Informatics (HWV Olten) as well as training as an accountant (KV Zurich Business School).