



**René Zeier**

**Head of the Startup Programme Smart-Up and the Master Programme Business Development and Promotion, Lucerne University of Applied Sciences and Arts**

Since twelve years, René Zeier is contributing to the further development of the Lucerne University of Applied Sciences and Arts – this by heading the master program with its Major Business Development and Promotion, the smart-up program supporting start-ups and other internal and external research and consulting projects. Before he managed his own consulting company with ten employees during six years; he supported multinational corporates in global customer management. He learned about marketing and sales during nine years while working for Nestlé, Novartis and Coca-Cola in several management functions. Today he is also a member of the board of the mid-size Swiss Brewery Falken, president of a ski school, vice-president of the Züri-Fäscht – Switzerland biggest event with 2.3 million visitors – and president of the foundation Valea Lupului, supporting an orphanage in Romania by having built and running a pension.