

# Short CV von Urs Guggenbühl

Jahre als Coach: 15

Akkreditierungen: Innosuisse, be-advanced, Platinn

Spezialgebiete: ICT



## Unternehmerische Erfahrung

Founder of Ergomedia, a spin-off from the ETHZ founded in 1993. Developments of various E-learning/Computer Based Training projects for customers in Switzerland and UK. Merger with INOVEX digital training Ltd. in the late 90<sup>th</sup>. CEO, Member of the Board and Co-owner, running international projects in simulation & training in the DACH region, Scandinavia and the GCC countries. Managing companies in Switzerland, UK and an office in UAE.

Co-founder and member of the board of AEH AG, a spin-off from the ETHZ founded in 1996. Provision of services in work medicine, ergonomics and industrial hygiene.

Founder of novoviam GmbH (Dez 2020), development and distribution of digital health and digital care products/solutions.

## Start-up Coaching Erfahrung

Co-founder and CEO of BaseCamp4HighTech, a start-up incubator for the region of Berne founded in 2011. Merger with innoBE in 2017 to be-advanced AG. Head Startup of be-advanced and now Head Coach supporting high tech start-ups with coaching, expertise, specialized services, financing and infrastructure.

Start-up coach at CTI start-up since 2010. Accredited start-up coach at Innosuisse and Platinn.

Member of the foundation board, "Stiftung für technologische Innovation" (STI). Providing seed money for start-ups.

Member of the board of the association "Social Innovation Bern Accelerator" (SIBA).

## Universitäre Erfahrungen

Two years in Environmental Acoustics at the Swiss Federal Laboratories for Materials Science and Technology (EMPA) and ten years in research of Human Factors/Applied Ergonomics as a senior assistant leading a research group at the Swiss Federal Institute of Technology in Zürich; lecturer at ETHZ.

Director of the Innovation Centre, University of Applied Sciences, St.Gallen. Innovation design, technology knowledge transfer, development of a master degree in corporate innovation management, lecturer. Formation of a start-up incubator "Startfeld". Set-up and director of a seed financing foundation "Foundation Startfeld" for the region of St. Gallen.

Co-director of the competence centre Active Assisted Living (AAL) at the University of Applied Sciences St.Gallen. Specialising in R&D to business for AAL Innovations. Representing Switzerland in the European AAL Joint Programme as Chair of the AAL Content Working Group and member of the AAL Forum Program Committee (FPC). Organiser of the AAL Forum 2016 in St. Gallen.

### **Aus- und Weiterbildung**

*BSc. in Environmental Health* from Leeds Polytechnic (UK), *MSc. in Applied Acoustics* from the University of London, *PhD in Human Factors/Applied Ergonomics* from the Swiss Federal Institute of Technology in Zurich (ETHZ).

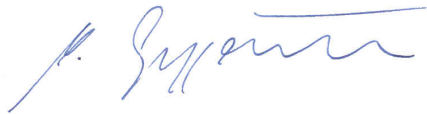
### **Koordinaten**

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A handwritten signature in blue ink, appearing to read 'U. Guggenbühl', is positioned below the contact information.