

YANNICK BRIGGER

Master of Arts in Law and Economics

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Mathildevej 16A, DK-2000 Frederiksberg; Nationality: Swiss / US



EDUCATION

Founder's Associate (100%)

mympact

01/2024 - 03/2024 Copenhagen, Denmark

mympact let people take charge of their personal sustainability. Created as an app that allowed users to automatically track their CO2 footprint based on their spending, we pivoted mid-2023 to an e-marketplace for sustainable products

- Strategic work in business development, business model ideation & market research
- Responsible for portfolio and content on the mympact shop with over 20k Products
- Responsible for order processing and fulfillment
- Conceptualization and implementation of legal frameworks for new business model in cooperation with our lawyers in Switzerland

Founder's Associate (50%)

mympact

09/2022 - 12/2023 Zürich, Switzerland / Berlin, Germany

- Helped scale mympact to CHF 850k in funding and 10'000 users
- Built, expanded and managed our affiliate partnerships to over 100 partnerships with leading sustainable e-commerce brands in Europe
- Design & execution of paid and organic social media marketing (TikTok & Instagram)
- Email marketing and growth hacking
- Various legal tasks, i.e. Data Policy, Terms & Conditions, and GDPR compliance

Internship in Sales and Product Development (100%)

getAbstract

06/2019 - 08/2019 Lucerne, Switzerland

- Market research and writing of a business plan
- Development of a B2B product idea for SMI in Switzerland
- Various sales jobs: cold-calling/outreach, in person and on the phone negotiations
- Two successful customer contracts totaling over CHF 10k

Founder of the Cabaret Card of Lucerne

carta-cultura

01/2018 - 01/2022 Lucerne, Switzerland

- Development of a business concept
- Negotiation of partnership contracts with cabaret clubs in the region of Lucerne
- Sale of cards at events and maintenance of existing client base of 200+ customers

Recruit, Private Second Class & Private First Class

Swiss Armed Forces

03/2017 - 07/2022 Switzerland

- Bootcamp & functional training in 2017, 3-week repetitional deployments until 2022

Tennis Coach

Tennis Club Littau & TC Rothenburg

07/2015 - 07/2023 Lucerne, Switzerland

- Tennis lessons for children ages 5-16 & team training for a 45+ women's team
- Support and planning of numerous tennis camps

EXTRACURRICULAR ACTIVITIES

Industrial Club HSG

08/2022 - 07/2023

Vice-President

Part of the brand awareness campaign to achieve the fastest-growing Student Club at the HSG, helped secure a strategic partnership with a Fortune 500 company, and recruited team members for the Industrial Club job platform

Management of a Rental Property in Grächen, Switzerland

01/2018 - Present

Booking coordination, customer relationship management, SEO

SKILLS

Strategic thinking Digital communication Creative problem solving

Critical thinking Adaptable Teachable Analytical reasoning

ABOUT ME

I'm a driven person, with a hands-on approach to problem-solving and a strong passion for continuously learning new things, that thrives in a fast-paced environment. Having grown up in both the USA and Switzerland, I'm very comfortable in a multinational setting. Because I'm very adaptable and positive, I'm willing to take on any task to benefit the team and organization, capable of wearing different "hats" simultaneously across business development, strategy, marketing, and law.

I strive to deliver excellent work, love to take on responsibility and manage tasks independently from start to finish, and foster interpersonal relationships making me a true team player.

WORK EXPERIENCES

Master of Arts in Law and Economics (MLE)

University of St. Gallen (HSG)

09/2021 - 06/2024 St. Gallen, Switzerland

- Various business (strategy, entrepreneurship, computer sciences etc.) and law (business & tax law, corporate governance etc.) subjects

Bachelor of Law (BLaw)

University of Zürich

09/2017 - 09/2021 Zürich, Switzerland

- Private, criminal, public and business law

Spanish Language School B1

Estudio Sampere

10/2016 - 11/2016 Madrid, Spain

Gymnasium

Lycée Jean-Piaget

01/2014 - 02/2015 Neuchâtel, Switzerland

Gymnasium

Kantonsschule Reussbühl

08/2010 - 08/2016 Reussbühl, Switzerland

LANGUAGES

German Native

English Native

French Advanced

Spanish Intermediate

Danish Beginner

PASSIONS

Longtime Tennis player and ski fanatic

Reading and writing

Sailing

Piano