



## Marcus Frey

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### Professional Experience

- Founder and managing partner of the SHT Swiss Hotel Audit Ltd Zurich, focusing on accounting, business consulting and auditing, since 2012.
- Founder and managing partner of CFB network AG, Zurich, specialising in consultancy, coaching and brokerage in the hotel and tourism industry since 2004.
- Senior Consultant at the Schweizerische Gesellschaft für Hotelkredit SGH from 2000 - 2004, specialising in consultancy and financing in the hotel industry.
- Several years of project and management experience in the hotel and tourism industry, trusteeship, and the banking sector.

### CV Summary

- Raised by a family of hoteliers in the Engadine Valley, studied economics at the University of St Gallen (HSG) and the University of Western Ontario (UWO), Canada. Masters (1996) and PhD (2002) at the University of St Gallen (HSG).
- Several years of project and management experience as a project officer at a research and consultancy centre, a host in the small and medium-sized hotel industry, a staff member at a trust company and a financial institute.
- Long-time work as a coach and advisor for hotel owners, hotel operators, hotel developers, banks and public administrations focusing on operational, strategic and financial issues within the hotel and tourism industry, as well as brokering and selling hotel properties.

### Skills

- Compiling reports, such as company valuations or feasibility studies.
- Assisting with strategy development (positioning / repositioning) and the formulation of business plans.
- Assisting with co-operation processes for small and medium-sized hotel establishments.
- Assisting with project developments – Searching for and contractually binding hotel operators (lease, management or franchise agreements).
- Assisting with transaction processes – Selling hotel properties and companies.

### Various

- Accredited as a property valuer for the hotel industry.
- Knowledge transfer: Training activities, speaking at universities of applied sciences.
- Membership of administrative boards.