

Olga Miler

Award-winning innovator. Advisor. SGD5 catalyst.

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Habsburgstrasse 9, 8037 Zürich / 21 January 1976 / Married / Swiss

Seasoned innovation and marketing executive specializing in complex business transformation and digital innovation. Proven success record catalyzing large scale change in complex, global corporate environments with outstanding business impact in terms of new clients, process efficiency and brand positioning.

Entrepreneurial self-starter with hands-on experience in start-up (own ventures) and bluechip organizations: UBS, PricewaterhouseCoopers and Nestlé.

Broad international experience; leadership roles in Latin America, Europe and Asia. Multi-year industry experience in private wealth management, luxury themes, consumer packaged goods, consulting. Specialized in sustainability, impact investing, subject matter expert in gender-lens investing.

Recognized for transformational achievements with various awards and recognitions. Conference speaker with profound media experience and excellent international network.

Board Experience in Switzerland as Chairman of the Board of own venture (Focus14 AG) and board member of family company (Mechanex AG).

Pragmatic and optimistic entrepreneurial self-starter with high resilience; impactful leader with strong ability to get things done. Never lost the passion and skill for hands-on involvement.

PROFESSIONAL EXPERIENCE

2007 – PRESENT /
Since January 2017

UBS AG, ZÜRICH, SWITZERLAND

Co-founder and global program architect UBS Unique (Managing Director)

Invented, created and executes UBS Wealth Management large scale segment strategy for women. Drove strategic inception phase including business case modeling resulting in full management buy-in and respective funding. Within 12 months built: organization of 120 ambassadors, community with over 1'000 high profile members, PR impact with over 130 earned media articles and over 30m OTS, 70+ strong partner network. Invented and designed new financial product (Gender Equality ETF) which reached AuM of over 100m CHF in 6 months.

2013 - 2016

Head of Marketing Wealth Management Europe / Deputy CMO WM (Executive Director, as of 2016 Managing Director)

Designed and implemented global Wealth Management Marketing strategy.

Designed and implemented global lead and opportunity management process and system, today used as global standard for the organization.

Managed all marketing affairs for 12 European countries on and offshore with positive business impact in terms of new clients, assets and brand positioning.

Won the UBS innovation challenge in 2014; designed, funded and implemented global communication tool today globally rolled-out with over 3'000 users.

2007-2013

Global Ultra High Networth and Billionaires: Philanthropy and Values-Based Investing (Director)

Conceptualized and implemented new UBS philanthropy competence center as Head of Business Development. Part of the inception team for the first UBS Impact Investing Fund.

MAY 2006 – MAR 2007 /

ZIEL CONSULTING AG, ZÜRICH, SWITZERLAND

Project Manager (Director); consultant to management

Consultant for strategic growth projects; consumer packaged goods, financial industry.

DEC 2003 – MAR 2006 /

NESTLÉ SA, SWITZERLAND/BRAZIL/ITALY

Head of Implementation Support / Change Management GLOBE AMS (Line Manager, key talent pool)

Implemented change management program for the world's largest SAP implementation in North & South America and Italy impacting over 30'000 end users. Line management of international teams in Europe, North and South America. On the ground assignment in Brazil and Italy.

FEB 2001 – NOV 2003 / PRICEWATERHOUSECOOPERS (LATER IBM), ZÜRICH, SWITZERLAND
Consultant, Strategic Change (Project Manager)

Supported and managed international change programs and strategic projects (e.g. process redesign, IT implementation, strategy redesign).

FEB 1998 – MAY 2000 / INSTITUTE FOR MEDIA MANAGEMENT, ST GALLEN, SWITZERLAND
Assistant to professor

Supported research projects and publications. Published as co-author.

EDUCATION

1996 – 2000 / UNIVERSITY ST GALLEN, SWITZERLAND
Degree: Master of Arts in Business Administration (lic.oec. HSG)

1992 – 1996 / KANTONSSCHULE BADEN
Diploma: Matura Type E (Economics)

PERSONAL

LANGUAGES

Native: German, Czech; *Excellent:* English; *Basic:* French, Spanish, Italian, and Portuguese.

SOFTWARE/DESIGN

Hands-on experience in agile design / development including SCRUM. Profound experience in DMS (Documentum); Adobe Marketing Suite; SAP; range of digital marketing / social media and CX tools.

EXTRACURRICULAR ACTIVITIES

Speaker and writer on topic of women and wealth, intrapreneurship and innovation.

Funded and implemented own start-ups (Focus 14); and recently social venture in sustainable fashion: impactninja.net.

Swimming and dancing is my balance to office life.

AWARDS AND RECOGNITIONS

Winner of the UBS Innovation Challenge (2014), UBS Innovator of the Year (2015 and 2016), Key talent (9 years), UBS Circle of excellence (4x).

International finance center top 200 list (2017/2018).

Gender diversity role model (shortlist, 2018).

Disruptor of the year (shortlist, 2018), Woman of the Year (shortlist 2018).

Inspiring woman of the year (nominated for 2019).

Best campaign for women (company award 2018), Best wealth manager for women (company award 2018).