



## Curriculum Vitae

Name	Herzog
First name	Peter
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## Education

1976 - 1979	Commercial apprenticeship Heavy-Metal-Industry
1979 - 1980	Military Services (compulsory)
1980 - 1982	Hotel-Management-School, Lucerne
1985	International Hotel-Management Cornell University, Ithaca, USA
1990 - 1991	Swiss-Hotel-Management certificate, SHV
1994	Strategic Planning and Development Katz Business-School, University Pittsburgh, USA
1996	Strategic Business-Development, SKU (ETH/IAP/HSG)

## Languages

German	Mother tongue
English	Fluent written/spoken
French	Fluent written/spoken

## Professional Development

1981	Vedia SA, Geneva Purchasing Department
1982	Hilton Hotel, Geneva Accounting Department
1983 - 1987	Swiss International Hotels, Member Leading Hotels of the World <ul style="list-style-type: none"><li>- Red Sea Palace, Jeddah, Saudi Arabia Asst. Accounting Manager</li><li>- Al Khozama Hotel, Riyadh, Saudi Arabia, Resident Manager</li></ul>
1987 - 1990	Mövenpick Hotels, Zürich <ul style="list-style-type: none"><li>- Headquarter Hotel Division Project Manager</li><li>- Hotel Zürich Airport Director of Restaurants and Catering</li></ul>
1990 - 2002	Autogrill (Benetton) <ul style="list-style-type: none"><li>- 1990 - 1998, Director of Operations (COO)</li><li>- 1998 - 2000, CEO, Simultaneously, Delegate of the Board for Swiss-Star Ltd. (Starbucks Coffee Company), a subsidiary of Autogrill CH Holding, Zurich</li><li>- 2000 - 2002, General Manager and Member of the Boards in Switzerland, Germany, Austria</li></ul>
2008 - 2015	Prime Tower / Clouds Consulting and managing Operations
2010 - 2024	Head of Operations and Member of Executive Board Gottlieb Duttweiler Institute, Switzerland

## Today's occupations

2002 - today	Hospitality Consulting AG, Switzerland Owning partner
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## Actual mandates

### Board-Memberships:

- Bindella Enterprises, Zurich
- Balance Family Hotels, Meisterschwanden
- EVZ, Ice-Hockey-Club, Zug
- Hiltl, Zurich

### Advisory Board-Memberships:

- Westhive, Zurich
- Hotel Management School, Lucerne