

CV - Patrick Kuonen

Personal Information

- **Name:** Patrick Kuonen
- **Address:** St. Jodernstrasse 18, 3930 Visp
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- **Date of Birth:** September 29, 1976
- **Marital Status:** Married, three daughters



Current Academic and Professional Endeavors at University of Applied Sciences Western Switzerland - HES-SO Valais-Wallis

Selected Teaching Activities

Teaching in the degree programs: Business Administration, Business Information Technology, Tourism, Systems Engineering, and Life Sciences.

- **Business Administration:** Including International Management (Module Coordinator), System-oriented Business Administration, Supply Chain Management, Organizational Analysis, etc.
- **Economics:** Microeconomics, Macroeconomics, International Economics, Industrial Economics.
- **Business Information Technology:** Business Analysis, Business Environment, Strategic Management, Corporate Organization.
- **Transforming Innovations into Innovative Business Models:** "Project and Innovation Management", "Applied Project Management", "Innovation Management".
- **Coaching of students at regional/cantonal events** such as Winter Season Openings and impulse evenings. Coordination of logistics, marketing, and finances, as well as networking.

Research and Development Profile

Focus: Applied Development Projects

- Development of innovative models for the improvement of health and aging systems in peripheral regions.
- Execution of strategic development projects in mountain regions.
- **Service Design in Tourism:** Initiation and management of projects aimed at enhancing innovation in the tourism sector through the application of service design methods.

Specific Contributions to Addressing the COVID-19 Pandemic

- Development of solutions to combat loneliness in nursing homes: Projects realized in collaboration with AVALEMS (organization for nursing homes in the Canton of Valais) that provide direct measures against the isolation of seniors during the pandemic.
- Study on the impacts of the COVID-19 pandemic on the restaurant industry in the Canton of Valais: Analysis of economic consequences and development of strategies to support the gastronomy sector.

Research in Health and Aging

- Improvement of Quality of Life in Valais Mountain Communities: Initiation of studies and projects aimed at enhancing well-being and health in rural areas.
- Feasibility Study for Assisted Living and Long-term Care: Investigation into the possibilities for implementing care structures that meet the needs of elderly people in the region.

Strategic Research and Development Projects

- Mobility Improvement Projects in Zermatt: Enhancing mobility quality in Zermatt.
- Merger of Tourism Destination Aletsch Arena: Leading projects to integrate tourism offerings and resources to increase the attractiveness and competitiveness of the region.

Smaller Projects of Regional Significance

- Development of a Staging Concept 'Walk of Stars' for Gampel-Bratsch/Jeizinen: Design and implementation of a marketing project to promote tourism through service design.
- Investment Projects and Evaluations for Municipalities: Conducting surveys and analyses to support local communities in the planning and realization of tourism and infrastructure projects.

Selected Publications and Media Coverage

- "Entwicklung direkt umsetzbarer Lösungen gegen die Einsamkeit von Bewohnern in Alters- und Pflegeheimen (APH) während der COVID-19-Pandemie." Walliser Bote, November 21, 2020, page 2.
- "Auswirkungen der Covid-19-Pandemie auf die Restaurationsbetriebe im Kanton Wallis." Walliser Bote, November 21, 2020, page 2.
- "Bifocals: Visualizing Interactions between Business Model Design and Ecosystem Innovation." ENTRENOVA, September 2020. Virtual Conference, Croatia.
- "Feldforschungsanalyse zur Einbindung von Statisten in einer Flugzeugabsturz-Simulation zur Steigerung des Realismus der Übung." 8th International Conference for Industrial Technology and Management (ICITM), March 2019.
- "Service Design and Educational Challenges to Foster Innovation in Tourism: the case of the Swiss Matterhorn Region." Association de recherches et publications en management, volume 34, 2017.
- "Free Lunch und Ride Sharing: Ein neues Geschäftsmodell für Wintersportorte." Entrenova, September 2016.
- "Grosse Rechtsunsicherheit und viele Herausforderungen." Walliser Bote, 2015.
- "Zweitwohnungsinitiative: Wo steht das Oberwallis." Walliser Bote, 2015.
- "Andermatt – Shared Value." Pantograph, 2014.
- "Verkehrserhebung und Gästebefragung Zufahrtsstrasse Täsch-Zermatt." Zermatt Inside, 2014.
- "Etude_Marche_Allemagne." tourobs, 2013.
- "Tendances Marchés USA." tourobs, 2013.
- "Une entreprise sans hierarchie." Online Blog Institut Entrepreneurship & Management, 2013.
- "Zone euro: quo vadis?" Online Blog Institut Entrepreneurship & Management, 2013.
- "Markttendenzen 2012: Polen." Walliser Tourism Observatory, Sierre, 2012.
- "Ohne Manager managen?" Walliser Bote, 2012.

Academic Background

- Master of Science in Business Administration, focus on Corporate and Business Development, Bern University of Applied Sciences, Business School, 2010.
- Bachelor of Science in Business Administration, University of Applied Sciences Fribourg, Business School, 2003.
- Swiss Federal Baccalaureate with a Focus on Vocational Education, achieved with distinction at Collège et École de commerce Émilie-Gourd, Geneva, 1998.

Pedagogical Studies for Teaching at Secondary Level II

Obtained Swiss Federal Diploma, enabling qualification as a teacher at the secondary level II, completed through studies at the Swiss Federal University for Vocational Education and Training in cooperation with the University of St. Gallen, part-time over 3 years, from 2004 to 2007.

Professional Career

- Professor UAS of Business Administration with a Focus on Interdisciplinary Applications at HES-SO Valais-Wallis. Responsible for leading applied projects in the areas of innovation management, strategic management, health, aging, tourism development, and digital transformation, with a focus on creating sustainable solutions for the region and beyond. Since 2016
- Lecturer UAS of Business Administration with a Focus on Interdisciplinary Applications at HES-SO Valais-Wallis. 2011 - 2016
- Expert in Higher Vocational Education at the Swiss Marketing Institute, Bern, specializing in Leadership and Management training for executive personnel from major corporations, including the Swiss Post, 2005 - 2011.
- Vocational and Pre-University Educator. Levels: Vocational Education and Training (Swiss Federal Diploma), Pre-University High School. 2004 - 2012
- Industry experience (1998-2004): Vocational Maturity Internship, Geneva, Berner Kantonalbank, auditing and process management at PwC, Bern.

Commitment and Additional Activities

- Member of the Association of Valais Economists and Business Managers ("OVB"): A forum for the exchange of ideas and best practices in regional economic development.
- Coach at FC Visp: Active support and coaching role in establishing women's soccer in the Upper Valais.
- Rhone Runners: Running club, running competitions.