



Christian Schweizer – Head of Marketing Intelligence at Kaufman Rossin, Miami/Ft. Lauderdale & President of HBS Alumni Angels of South Florida

Christian Schweizer is an experienced Marketing Leader with expertise in Business Strategy and development, analytics & digital marketing. He is the Head of Marketing Intelligence for Kaufman Rossin, where he leads the mission for analyzing, reporting and optimizing the firm's marketing. He also works hand-in-hand with clients on strategic business and marketing initiatives, as well as on data analytics and insights.

Prior to joining Kaufman Rossin, he led the Global Business Analytics team for S&D Marketing at IBM, managing the Enterprise Marketing Analytics Centers which oversees all data, business & marketing insights. Christian has lived and worked in Europe and the U.S. He holds a degree in business administration from the University of Applied Sciences in Switzerland and is a graduate of Harvard Business School. He is an adjunct professor with the University of Miami lecturing Marketing Analytics. He serves on the board of the HBS Club and is also the President of the HBS Alumni Angels of South Florida.