



Dennis Benjamin Huber

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<https://www.aignite-digital.com>

Senior digital professional with expertise in digital transformation, product management, and digital marketing across life sciences, financial, and market expansion industries. Skilled in leading omnichannel engagement strategies, customer and user experience (CX/UX) initiatives, and enterprise digital platforms. Leverages data analytics, user-centered design, and performance insights to optimize digital solutions and drive impactful business results. Adept at aligning digital strategies with business goals and driving innovation through emerging technologies in complex, regulated environments.

KEY COMPETENCES

Digital Transformation & Strategy

- Lead end-to-end digital transformation initiatives that align platforms, tools, and processes with company goals.
- Develop and implement global strategies that integrate digital technologies into core business and customer operations across organizations.

Customer Experience & Platform Innovation

- Championing user-centric design principles to create seamless, personalized customer experiences & user journeys across digital touchpoints.
- Implement comprehensive digital ecosystem customer experience (CX) strategies to achieve significant improvements in user engagement and satisfaction metrics.
- Develop and optimize digital channels and platforms to increase conversion & completion rates through strategic CX/UX improvements.

Digital Marketing & Omnichannel Excellence

- Design and execute integrated digital marketing campaigns and omnichannel engagements across digital, in-person, and remote platforms.
- Leverage emerging technologies, marketing tools, and analytics to optimize product launches and campaign performance to drive measurable business outcomes.
- Develop targeted content strategies aligned with customer needs and regulatory requirements across global markets.

Brand Strategy and Marketing Execution

- Execute omnichannel marketing initiatives, aligning brand strategies with business objectives.
- Experience in the pharmaceutical industry, including NPL, regulatory compliance, and cross-functional collaboration with medical, commercial, and regulatory teams to deliver cohesive brand strategies.
- Provide global and local support in delivering marketing and brand strategies.

PROFESSIONAL EXPERIENCE

01/2022 – 09/2024

Digital Lead – Engagement Platforms, Technology & Innovation

Takeda Pharmaceuticals, Zurich

Led the alignment of global digital strategies, tools, and processes with business goals, particularly for the dengue vaccine product. Oversees the development and rollout of digital platforms and omnichannel engagement solutions, working across commercial, medical, and tech teams. Focuses on optimizing customer journeys and digital channels such as SFMC, Veeva CRM, and web platforms. Supports global and local teams through digital maturity assessments and implementation roadmaps.

08/2020 – 12/2021

Digital CX & UX Senior Manager

Takeda Pharmaceuticals, Zurich

Developed and executed innovative, user-centered digital strategies and omnichannel marketing campaigns for the dengue vaccine, aligning global platforms with medical affairs objectives, enhancing customer engagement and experience (CX/UX), and ensuring compliance with data privacy regulations through collaboration with cross-functional teams and robust data governance frameworks.

01/2019 – 09/2020

Systems & Digital CX Manager

Takeda Pharmaceuticals, Zurich

Led and executed comprehensive digital transformation initiatives through agile methodologies and design thinking, delivering end-to-end customer experiences and process improvements across multiple channels while ensuring alignment with medical affairs' strategic vision, regulatory requirements, and global business objectives.

09/2018 – 12/2018

UX Manager

Cembra Money Bank AG, Zurich

Championed comprehensive user-centered design initiatives across digital platforms, implementing data-driven UX strategies and iterative design processes through cross-functional collaboration, resulting in enhanced customer journeys, improved usability, and increased conversion rates across offline and digital touchpoints.

KEY COMPETENCES

Data Analytics & Performance Optimization

- Implement data-driven decision-making processes and framework to optimize digital touchpoints and customer journeys.
- Define and track KPIs and OKRs to measure and improve digital initiative performance.
- Leverage customer data and KPIs to refine marketing strategies and drive ROI.

LANGUAGES

- English - Fluent
- German - Advanced (B1/B2)

NATIONALITY

- Swiss
- Filipino

TECHNICAL SKILLS

Marketing Systems and Digital Tools

CMS, CRM, SFMC, Salesforce, HubSpot, HootSuite, Adobe CS, Canva, CapCut, Figma, Adobe XD, HotJar, Dreamweaver

Project Management

JIRA, Asana, Smartsheet, Confluence

Analytics

Google Analytics, Power BI, Tableau, Matomo

EDUCATION

Executive Master's in Digital Healthcare

University of Barcelona
(SY 2021-2022)

Computer Engineering Technology

Technological University of the Philippines
(SY 1996-1999)

CERTIFICATIONS

- Digital Marketing & E-Commerce
- Project Management
- Agile Project Management
- Certified Workflow Specialist
- UX Certified
- Certified UX & Usability Expert
- Certified Service Design Thinker
- Certified Adobe Experience Manager

PROFESSIONAL EXPERIENCE

05/2018 – 08/2018

Team Lead, Group Online Communications & Digital Marketing DKSH, Zurich

Managed global digital marketing initiatives across DKSH's diverse business units by leading cross-functional teams and external partners, implementing integrated online-offline campaigns, and leveraging data analytics to drive engagement, lead generation, and consistent brand messaging across all channels.

02/2013 – 04/2018

Senior Web & UX Manager Nobel Biocare Services AG, Zurich

Transformed Nobel Biocare's digital presence by revamping nobelbiocare.com, implementing data-driven content strategies, and user-centered design principles across global platforms, driving measurable business growth through innovative digital campaigns and enhanced customer experiences, resulting in significant improvements in lead generation and online sales performance.

03/2012 – 01/2013

Web & New Media Project Manager Nobel Biocare Services AG, Zurich

Led digital operations across multilingual platforms by implementing strategic CMS frameworks, coordinating cross-functional digital initiatives, data-driven campaign execution, and optimizing user experiences through effective project and stakeholder management.

09/2010 – 02/2012

Website Specialist, EMEA Zimmer Biomet, Winterthur

Improved Zimmer Biomet's digital presence through strategic implementation of comprehensive marketing initiatives, leading global web revamp efforts and cross-functional teams to enhance brand awareness, user experience, and content effectiveness through data-driven optimization and stakeholder enablement.

05/2008 – 08/2010

Web Content Specialist Man Group, Schwyz

Co-led digital operations for man.com's global presence through strategic CMS management, multilingual content optimization (translation workflows and SEO), and cross-functional enablement, ensuring regulatory compliance and brand consistency while improving web visibility and performance.

09/2007 – 04/2008

CMS Specialist Mettler Toledo, Greifensee

Involved and took ownership in Mettler Toledo's digital ecosystem transformation through strategic CMS platform development and content optimization, while driving global adoption & effectiveness through stakeholder engagement and data-driven improvements.