Hannes Gassert <hannes@gassert.ch>

http://gassert.ch

+41 78 663 11 09

Born 1981/09/21

Swiss and German Citizen

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CV Hannes Gassert

Overview

Hannes Gassert is a civic entrepreneur and activist at the interface of technology, media and culture. He founded Liip, a leading web development firm in Switzerland and drove the development of the company from 2 to currently over 100 employees (cf. «Professional Experience»). At Liip he grew into a strategic management role after having built and lead a number of amazing teams to develop some of Switzerland's most exciting web sites – leveraging agile methodology, open source and open standards (cf. «Community Involvement») and winning some of the country's most prestigious technology awards (cf. «Projects and Awards») along the way. His second venture was Skim.com, a social dating game played by tens of thousands.

Currently Hannes is working as an entrepreneur at wemakeit.com, a crowdfunding site, builds his consultancy, crstl GmbH, and serves on a number of boards. Having helped to establish open data on Switzerland's political agenda, civic engagement has been gaining importance on Hannes' agenda.

Skills

Languages

German (mother tongue)
English (business fluent)
French (fluent, bilingual university degree)
Italian (passive)
Latin

General Management

Bootstrapping a company on no budget and helping to grow it from 2 to 60+ people

Strategic Planning, including financial and technological forecasting

Market analysis and competitive intelligence

Human resources management and coaching

Product and Project Management

Introduced Scrum at Liip, including up- and downscaling as well as the universal application of Scrum to all processes of the company

Scrum Master or Scrum Project Owner in projects the size of several man-years

Experience as Scrum coach, enabling and helping 15+ team members and client representatives to become Certified Scrum Masters or Project Owners themselves

User Centered Design, co-creation and other creativity techniques

Business Development

Large and diverse network of C-level executives, department heads and projects managers all over Switzerland

Identification and active generation of leads as well as management of sales and after-sales processes

Key Account Management, working with some of Switzerland's most important brands

Development of key partnerships to suppliers, consultants and other agencies

Marketing and public relations work, emotional brand building and agenda setting

Proven network of journalists, policy makers and opinion leaders in Switzerland and increasingly around the world.

Information Technology

Experience as a software architect designing scalable solutions for a wide range of client projects (cf. «Projects and Awards»), always with an interdisciplinary and human-centered orientation and a strong bias towards the open web, open source and open standards.

Expert level PHP, circa 10 years of experience in XML/XHTML/XSLT, CSS, JavaScript, SQL, HTTP/REST

Worked with node.js, MongoDB, Perl, Flash/ActionScript, J2EE, Scheme/Lisp, C and a range of web development frameworks and libraries. Experience evaluating and working with various web content management systems, learning management systems etc.

Longstanding interested in Semantic Web technologies, information extraction, pattern matching and the confluence of formal and informal knowledge representation and management techniques

Over 10 years of GNU/Linux system administration and daily use of Linux on the desktop, published many hacks and tweaks specific to Linux in Switzerland

Education

University, College

2000-2006:

Computer Science and Media Sociology, University of Fribourg, Switzerland,

bilingual French/German studies – completed all coursework and exams except final paper for the Master of Science in Computer Science degree. Research for that paper was published at international scientific conferences instead (cf. «Publications»). Hannes left university without a degree in favor of the business started while he was in the second semester.

2000:

Matura Typus B (Latin, French, English), Gymnasium Leonhard

Professional Certifications

2005:

KMI Certified Knowledge Manager (http://www.kminstitute.org)

Continuous Education

Helped establishing a continuous education program at Liip, with weekly «techtalks», «hackdays», quarterly workshops etc. and took part in it continuously in order to stay up-to- date with current web development and design topics

Regularly attending conferences such as Lift (Geneva, Marseille, Seoul), Reboot (Copenhagen), Frontiers of Interaction (Rome) as well as a wide range of tech community events. Reading the relevant business, technology and information design blogs

Professional Experience

2014 -

Partner at wemakeit.com, the leading crowdfunding tool in Switzerland and Austria. Development of new business opportunities, strategic partnerships and technology oversight.

2014 -

Independent technology strategy, foresight and innovation consultant with crstl GmbH, working with Nicola Forster and Sylvie Reinhard. Clients such as Germany's Federal Foreign Office, Switzerland's Federal IT Steering Unit, Pro Helvetia (Swiss art council), SRG SSR (Swiss national broadcaster), NZZ, Migros, Wikimedia, Mercator Foundation, etc.

2012 -

Advisory board and editorial team member for Lift Conference (http://liftconference.com), an event series exploring the interplay of society, culture and technology in Geneva, Marseille, Seoul, Shanghai and Basel.

2011 - 2014

Co-founder and CTO of Skim.com AG, a social gaming startup in Zürich, together with Adrian Bührer. Mentioned in major Swiss newspapers as well as on national television, tens of thousands of users. Software architecture and development using node.js.

2010 - 2012

Various roles for etoy.com, an international media arts collective; e.g for their retrospective in Gwangju, Korea

Non-executive board member at Liip AG, contributing to the strategic development and the oversight over the company and its executives since May 2010.

2007-2010

Managing Partner at Liip AG (Zürich/Fribourg/Bern, http://liip.ch), responsible for strategic planning, business development, innovation as well as for managing a series of key projects using Scrum and a sizeable percentage of Liip's key accounts.

During this time, Liip became one of Switzerland's most well-known web companies, more than tripled in size and developed a first-class reputation not only in the market, but also as an employer and good corporate citizen (climate neutral, open source contributor, family-friendly, highly innovative projects, ..).

Hannes' role at Liip was one of always pushing the envelope, showing a «play to win» attitude and constantly making sure there was no room for complacency.

2003-2007

Co-founder of Mediagonal AG in Fribourg, Switzerland, offering custom rich media applications for e-learning, e-commerce and XML-based cross-media publishing solutions. Customers included Swiss Re, Swiss National Railways, Zürich University of the Arts or PostFinance.

Employed as CTO and lead developer, also jointly responsible for marketing and communications. With the growth of the company slowly grew from technical expert to a more managerial role, including initiation, concept and planning of Mediagonal's merger with Bitflux GmbH in 2007.

2004

Research assistant at the PAI research group (Pervasive Artificial Intelligence), Department of Informatics of the University of Fribourg. Working on an experimental extension of WSDL to support context-aware service selection. Project responsibilities included language design,   specification, full proof of concept implementation and publication

2001-2002

Self-employed web developer in Fribourg (Perl, PHP), implementing database-driven websites and cross-media/print-on-demand solutions

2000

Web publisher and HTML coach for UBS Asset Management in Basel, helping to relaunch ubs.com by porting legacy content to a new enterprise content management system.

1998-2000

Several engagements as bicycle messenger and cross-country skiing instructor.

Publications and Presentations (Excerpt)

2015

«Über morgen», ongoing foresight column in the journal Netzwoche.

«Sozial und demokratisch in die digitale Gesellschaft», whitepaper and presentation on behalf of the Social Democratic Party of Switzerland, with Prof. Felix Stalder and Andreas Von Gunten.

2014

«Junge zahlen den Preis für die Politik der Alten», interview in «20Minuten»,

Switzerland's largest online news portal: *http://goo.gl/VPjZh2*

Book chapter «Hackdays — Die Zähmung der Nacht», Edition Digital Culture, Christoph Merian Verlag / Migros Kulturprozent: http://goo.gl/16Se9R

«Alpine Futures» Design Fiction Workshop, Geneva: http://goo.gl/HtnRvG

«Technologie ist Kultur», SwissICT Symposium Lucerne: http://goo.gl/nBt6tl

2013

«Harming and Protecting Robots», Robot Ethics Workshop with Kate Darling (MIT Media Lab), http://goo.gl/Rmp77S

«Open Data», Digitale Agenda Economiesuisse

2012

«Open Data: Labor der Bürgerbeteiligung», ePower Sessionsanlass, http://goo.gl/S6Llrs

2010

«Effektives Online Lernen mit Moodle 2.0», O'Reilly Germany

«etoy Mission Eternity Stowaway» workshop, at the 16th International Conference on Virtual Systems and Multimedia (Seoul, http://www.vsmm2010.or.kr/) and at Kunsthalle Gwangju

«NIWEA – Native Interoperable Web Applications», see http://liip.to/niwea

«HTML 5 – was bringt der neue Standard?» with Christian Stocker (Liip), Executive Briefing at Erfa-Gruppe Internet Briefing, Zürich

2009

«Action: Sue the State», presentation at the Reboot Conference (Copenhagen, cf. http://reboot.dk/page/24277, on a legal case at the Swiss Supreme Court co-lead by Hannes – a case brought forward by 18 open source companies against the allegedly illegal and intransparent procurement of Microsoft products and services by Switzerland's Federal Government (judgment forthcoming), covering legal and political issues as well as the general notion of «digital sustainability»

 «Where did the Semantic Web Go?», workshop and panel moderation at LIFT Conference 2009, Geneva, Switzerland – a techno-philosophical debate on futurism, utopian standards and the web of data.

2006

«Semantic Wikipedia», Swiss Library Science Talks, CERN Geneva and Swiss National Library, Bern

«Introduction to the Semantic Web & Semantic Mediawiki», /ch/open event series, Zürich

«Semantic Web - Ein Erkundungsflug», Executive Briefing at Erfa-Gruppe Internet Briefing Zürich

2005-

Various Scrum methodology events and courses, among others at Hochschule für Technik Zürich, Stimmt Intranet Briefing and for engineering teams at the Swiss Television

Various articles and interviews in Swiss trade journals such as «Netzwoche» and «ICT Journal» on topics such as «Open Source Enterprise 2.0» or Scrum, along with several public case studies

Several public speeches and panels on Liip and current web topics at the Best of Swiss Web Awards, Swiss Blog Awards, for businesses, schools and universities

2005

«WikiOnt: An Ontology for Describing and Exchanging Wikipedia Articles» with Andreas Harth, Ina O'Murchu, John G. Breslin, Stefan Decker (DERI) Proceedings of Wikimania 2005, Frankfurt/Main[*]

«On Searching and Displaying RDF Data from the Web» with Andreas Harth (DERI). Demo at European Semantic Web Conference ESWC 2005, Heraklion[*]

«From Graph to GUI: Displaying RDF Data from the Web with Arago», Workshop on Scripting for the Semantic Web, Colocated with ESWC 2005, Heraklion[*]

2004

«PHP De Luxe - PHP5 Edition», MITP, ISBN 3826614828, with R.Samar, A.Gildemeister et al[**], a 990 page book for intermediate to advanced PHP developers taking a unique position in the German book market in 2004. Wrote e.g sections on OOP, WS-* and PHP stream handling

«M_K_G Online: An Online Learning Environment for Media, Culture & History at HGKZ», 6th International Conference on New Educational Environments

«Context meets web services: enhancing WSDL with context-aware features», with S. Mostefaoui and B. Hirsbrunner (University of Fribourg). Proceedings of 1st Intl. Workshop on Best Practices and Methodologies in Service-Oriented Architectures, Vancouver[*]

«UBIPEDIA: A Mobile Phone Interface To Wikipedia», University of Fribourg DIUF Pervasive systems group report

«Operators on Fuzzy Sets: Zadeh and Einstein», University of Fribourg DIUF Information Systems group report[*]

«PHP5 – object oriented web development primer»: LOTS 2004 Open Source Conference, Bern

2003-2006

Blogging on http://hannes.kaywa.com[***] on technology, arts and personal topics for an international readership. 2003-2005 among Switzerland's prominent blogs.

2002

Lecturer for the postgraduate program «Mobile Application Design» at Zürich University of the Arts (ZHdK), focus on mobile web architectures and best practices

«PHP for beginners» and other PHP courses, NetElite GmbH, Rorschach

Projects and Awards

Please note: all these projects and awards were the result of intensive teamwork, most often interdisciplinary and across several teams and companies. While I've been involved from beginning to end in most cases, my role varied a lot from project

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[*] See Google Scholar, http://scholar.google.com/scholar?q=hannes-gassert

[**] See http://www.amazon.de/PHP-Luxe-5-Hannes-Gassert/dp/3826614828

[***] Defunct since 2008, c.f. archive on http://liip.to/oldhgblog

to project, and all my compliments go to the awesome and interdisciplinary, inspiring teams and the courageous clients involved!

2011

8 Best of Swiss Web awards in «Innovation» «Technology», «Public Affairs» and different marketing categories, including Master of Swiss Web for Migipedia

2010

Key Account Management and conceptual design for http://www.migipedia.ch (in open beta). Customer: Migros, Switzerlands largest retailer

Key Account Management and conceptual work for http://vanilla.ch for Ringier, a major Swiss publishing house

Best of Swiss Web awards in category «Technology» for http://twichteln.ch (Twitter-based «Secret Santa» game), bronze and silver awards in «Public Affairs» and «Technology» for http://schild.ch (e-commerce in fashion) and http://schweizr.ch (location-based mobile oral history project)

2009

Best of Swiss Web grand prize «Master of Swiss Web», gold award in the category «Technology Innovation»and bronze in «Public Affairs» for «Gottago» (http://liip.to/gottago), a personal location-based travel planner for Swiss public transport

Best of Swiss Web silver in categories «Technology Quality» and «Technology Innovation» for «Raiffeisen Intranet 2.0»

2008

Best of Swiss Web gold award in categories «Technology Quality» and «Public Affairs» with http://www.iconomix.ch for the Swiss National Bank

2007

Best of Swiss Web Awards with Liip and other partnersfor http://local.ch: «Master of Swiss Web», gold award in category«Technology Quality». Seal of approval in category «Technology Innovation» for «Cablecom Intraweb 2.0»

Community Involvement

Opendata.ch

Founding Board Member of Opendata.ch, Switzerland's Open Government Data community and lobby group; organizer of the make.opendata.ch hackdays, attracting several hundred designers, developers, policy makers and activists.

Policy activist helping to establish open data on Switzerland's political agenda, including contributions to several parliamentary inquiries and motions as well as to Switzerland's official Open Data Strategy.

/ch/open

Board Member of the Swiss Open Systems User Group /ch/open (http://ch-open.ch), jointly responsible for initiatives such as OpenExpo (trade show and

conference with 1000+ visitors, http://openexpo.ch) and other strategic initiatives

Collaborator and President of the Advisory Board of «Parlamentarische Gruppe Digitale Nachhaltigkeit» (Parliamentary Group for Digital Sustainability, cf. http://digitale-nachhaltigkeit.ch), a lobby group consisting of 30+ Swiss members of parliament, working for open information technology strategies on the federal level.

StrategieDialog21

Network to foster long-term thinking about Switzerland, developing concepts for social mobility, the future of education and innovation as well as tomorrow's economy.

Webtuesday

Community organizer for a monthly meeting of web geeks (http://webtuesday.ch), with prominent speakers and an orientation towards upcoming high-end web tech topics

Netzzunft

Community organizer for a group a academics, managers and artists discussing latest developments on the web from a social, historical and anthropological point of view. Topics included «Digital Death», «Sex 2.0», «The State of the Free Press», «Digital Art as Capital», «The 'End' of Privacy» etc.

Swiss PHP Usergroup

20001-2006: Community organizer and co-president of PHPUG.CH, monthly developer events and online community management

Sandbox Network

Long-time member of Sandbox Network, a self-described «exclusive community that selects the most inspiring young achievers and innovators under 30 worldwide and connects them to each other»

Organized the «1st Sandbox Dinner Tehran», a community event for young entrepreneurs, artists and designers and had similar meetings under the Sandbox Network umbrella in Singapore and Dubai

Personal Background

Family

Son of Siegmar Gassert, a renowned art critic, media arts lecturer and curator, and Doris Gassert, medical secretary and green political activist.

Music

Played the piano for ten years; avid listener – from baroque to contemporary classic to hip-hop.

Arts

Shareholder of the media art collective etoy.com, regular attendant at relevant events and conferences such as Ars Electronica (Linz), Biennale di Venezia, etc.

Sports

Certified cross-country skiing instructor, local chess tournaments in early teens.