

## Lars Willi

Funkenbuelstr. 7a  
9243 Jonschwil  
St. Gallen  
Mobile: +41 78 756 33 34  
lars.willi78@gmail.com

Birth: 4.10.1978  
Gender: Male  
Marital status: Married  
3 children



### About myself

I am a social entrepreneur, dedicated to scalable business models for the development of base of pyramid markets. I can provide the following fields of experience: finance & accounting, international management, project management, business development, leadership, design thinking, solution orientation, technology affinity.

My specific areas of interest include: Decentralized infrastructure projects focussing on smallholder farmers and fishing communities (aquaculture). Deployment of innovative technologies like photovoltaic, windpower, hydropower, waste-to-energy, biogas, pyrolysis, communication, sanitation, water treatment and more. Management and consulting support to setup cooperative structures to empower communities. In everything I do, it is important to pay attention to gender equality, women empowerment and fair trade. My goal is to generate employment and sustainable financial profits throughout the value chain. With my work, I want to contribute to reaching the Sustainable Development Goals by 2030.

### Experience

7/2015 - Actual: **WECONNEX AG**, St. Gallen ([www.weconnex.org](http://www.weconnex.org))

- Founder & CEO

WECONNEX is a project developer for sustainable projects in the infrastructure sector. On the one hand, we develop our own NEXUS projects in Nepal, Cambodia and Madagascar; on the other hand, we also support external partners in projects in the energy, agricultural and water sectors.

My work ranges from the support of our local partners to the overall project responsibility, the search for technologies and the financing of the projects. Consulting assignments are also part of our field of activity.

11/2013 – 7/2015: **Trunz Water Systems AG**, Steinach  
([www.trunzwatersystems.com](http://www.trunzwatersystems.com))

- CEO

I am responsible for the whole operation of Trunz Water Systems with a special focus on the execution of strategic projects to develop the market in a sustainable way. This includes the development and enforcement of new business models like Performance Contracting, PPP-Models, and Watershops etc. But it does also include the long-term support of our target markets in Latin America, South-East Asia and India.

The design of specific technical and financial solutions for our customers is an important part of our daily work.

Strategic Cooperation's with technical and commercial partners form an integrated part of my goals and our strategy.

Furthermore, I sign responsible for the quality management and internal process optimisation as well as supporting the engineering department in order to improve the product portfolio for water purification and renewable energy production.

08/2014 – 8/2016: **Helvetic Creative Technologies SA**, Lausanne  
([www.hctechnologies.ch](http://www.hctechnologies.ch))

- Member of the Board

Support of High-Tech transfers to developing countries. Right now with a specific focus on sustainably powered boats for Indonesia

12/2009 – 11/2013: Trunz Water Systems AG, Steinach  
([www.trunzwatersystems.com](http://www.trunzwatersystems.com))

- COO

Within the relatively young company Trunz Water System I took care of the Administration operations including Finance, HR and the Order processing and various other tasks which come up during the day to day business.

In order to set up the distribution channels to new geographical markets, I was responsible for Asia, Australia and the Pacific Countries, Russia and some African Countries. We were working mainly with dealers and/or agents and sold our systems and solutions to government organisation, military, emergency response units, schools, hospitals and various customers from the private sector.

10/2008 – 11/2009: **Aquaworx Deutschland GmbH** ([www.aquaworx.de](http://www.aquaworx.de))

- Business Development Manager

I was responsible for the setup of new distribution channels mainly outside of the European Union. The main focus lied on the United States, India, Brasil, Korea and UK. We wanted to enter these markets either with our own employees (USA and UK) or with strategic representatives (Brasil, Korea, Serbia, Turkey etc.) or with cooperation partners (India)

Since Aquaworx was a very young company within the water treatment industry, a lot of development work still needed to be finished. Due to my experience with technical development processes, I was project manager for some of our main field tests.

4/2003 – 10/2008: **Telsonic Ultrasonics**, Bronschhofen ([www.telsonic.com](http://www.telsonic.com))

- Business Development Manager

In this function I was having a few project responsibilities:

- Restructuring of the subsidiary in Serbia to move from a mechanical production unit to a fully operational subsidiary including sales and technical service.
- Foundation of a new subsidiary in Shanghai, China in 2007 with the purpose of a sales and technical service hub for the Chinese market. I was in charge of the whole setup process and the operation of the unit in the beginning.
- Foundation of a new subsidiary in the USA in August 2005. Merger of two subsidiaries in the USA in June 2006 which became the most profitable subsidiary of the group.
- Recruitment of the first Representative Agents for the Russian and Ukrainian market in February 2006.

Next to strategic work, I was responsible for the business unit Special Applications in the process industry

1/2002 - 9/2002: **International Conference on Federalism 2002**, St.Gallen ([www.stgallen-symposium.org](http://www.stgallen-symposium.org))

- Team Member of the Organisation Committee

The International Conference on Federalism was held in August, 2002, at the University of St. Gallen. Approximately 500 decision-makers from the fields of politics, administration, science and economics met at the conference, entitled "Federalism in a Changing World - Learning from Each Other", in order to exchange ideas and experiences in the field of federalism. The International Students' Committee (ISC) was responsible for organising the conference, thus applying the successful model of the St. Gallen Symposium to a major political event of international relevance. I was responsible for the technical infrastructure and part of the security setup.

8/2000 - 12/2001: **GSL AG**, St.Gallen

- Research Analyst

GSL was a Venture Capitalist focussing on refinancing of small and medium sized Start-ups. I was part of a team to make reviews and screenings of various applications but also evaluations and due diligence procedures for venture investments.

11/1999 - 6/2000: **St.Gallen Symposium**, St.Gallen ([www.stgallen-symposium.org](http://www.stgallen-symposium.org))

- Team Member of the Organisation Committee

The St. Gallen Symposium, held annually at the University of St. Gallen, Switzerland, is the world's leading neutral platform for critical and constructive debate on issues of global concern. It seeks to promote dialogue crossing the boundaries of cultures, generations and interest groups. Working on an entirely honorary basis, the International Students' Committee (ISC) is not only committed to excellence of organisation. It strives to bring together present and future leaders in a unique setting to provoke originality of thought and thus to inspire concrete action.

I was responsible for the participants from North-Eastern Switzerland and the technical installations and conference infrastructure.

11/1998 - 10/1999: **Zünd AG**, Oberbüren, St.Gallen ([www.zuendag.ch](http://www.zuendag.ch))

- Mechanical Trainee

50% workload besides the university. I was working on metal punching, drilling and forming machines in the shop.

6/1998 - 9/1998 **Petrarch Claddings Ltd.**, Hastings, Essex

- Practical Trainee

I was working as a trainee in the shop of Petrarch Claddings Limited mainly to learn the English language.

## **Education**

10/1998 - 3/2003: **University of St.Gallen**, HSG ([www.unisg.ch](http://www.unisg.ch))

- Lic.oec. HSG (Master of Arts in Business Administration) with focus on Finance, Accounting and Controlling

10/1992 - 3/1998: **State School St.Gallen**, St.Gallen

- Abitur/Fachabitur/Matura (certificate equivalent to the British A-Level)

## **Languages**

- German: mother language
- English: business fluent
- French: conversational (limited)
- Spanish: basic knowledge

## Memberships

- Alumni HSG St.Gallen (former students organization) ([www.unisg.ch](http://www.unisg.ch))
- Alumni ISC (International Students Committee) ([www.stgallen-symposium.org](http://www.stgallen-symposium.org))
- Handballclub Uzwil ([www.hcuzwil.ch](http://www.hcuzwil.ch))
- Lions Club Toggenburg (<https://toggenburg.lionsclub.ch/>)

## Hobbies

Family, Travelling, Sports (Handball, Snowboarding, Diving, Running and more)

## References

<u>Remo Trunz</u>	Tel.: +41 (0)71 447 01 60
General Manager Trunz Group, Arbon	
<u>Ernst Kugler</u>	Tel.: +41 (0)71 470 06 03
Former Sales Director of Telsonic Ultrasonics, Bronschhofen	
<u>Peter Spenger</u>	Tel.: +41 (0)78 802 83 21
President IHK St.Gallen	
<u>Ernst Züblin</u>	Tel.: +41 (0)79 913 98 99
Former Sales Director Telsonic Ultrasonics, Bronschhofen	
<u>Theo Knaus</u>	Tel.: +41 (0)71 543 38 08
Owner Knaus Consulting, Rorschach	