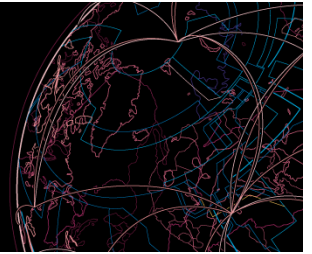


# Trainer Profile

## Dr. Helen Vogt



**Helen Vogt**

Dr. sc. techn.

---

### Core competencies and specializations

Product Management with focus on Business-to-Business, Business Development, Product Lifecycle Management

---

### Professional experience

**Researcher and Course Director MAS Product Management, Zurich University of Applied Sciences (ZHAW)**

2014 – present

Responsible for the Master Program in Product Management, teaching, research in Product Lifecycle Management

**Senior Product Manager, Mettler Toledo AG**

2007 – 2013

Product portfolio responsibility for moisture analyzers

**Global Business Development, SEFAR AG**

2006 – 2008

Responsible for global marketing strategies and new product development

---

### Education

**SGMI Institute of Management – St. Gallen, Switzerland – Degree in Marketing Management**

2004

Post-graduate studies in Marketing

**ETH – Zurich, Switzerland – Dr. sc. techn.**

1994 – 1997

Modelling of stress corrosion cracking

**ETH – Zurich, Switzerland – Master in Material Sciences**

1988 – 1994

**Courses within ABB**

CHV025 Product Management (Advanced)

---

**Course languages**

English