

# Guido Rumi

Solopreneur aus Zürich  
Creative Craftsman, Father & DJ



**Ich liebe Menschen und schöne Momente. Ich bin ein Experte darin, wie man eine gute Zeit hat, sie kreiert und mit anderen teilt – sei es, um das Leben zu feiern oder um Dinge in Bewegung zu setzen.**

Seit jeher erschaffe ich Räume und Erlebnisse, bringe Menschen darin zusammen, schaffe Begegnungen, orchestriere Elemente, moderiere Übergänge und inspiriere durch Inhalte. Ich nutze die transformative Kraft des Moments, um Gemeinschaften aufzubauen, Vertrauen in Erneuerung zu schaffen und neue Zukunftsperspektiven zu entwickeln.

Ich lebe im Moment und immer auch ein bisschen in der Zukunft. Ich bin ein Träumer und Macher. Ich liebe kreative Herausforderungen, genauso wie ihre Umsetzung. Emotion und Heiterkeit sind mein Leitmotiv. Es bereitet mir Freude, schöne Dinge in die Welt zu bringen, um Positives zu bewirken.

Mit Freude begleite ich Menschen, Teams und Organisationen auf ihrer Reise in Richtung ihrer gewünschten Zukunft. Ich helfe außergewöhnlichen Menschen, ihre Träume und Ideen zu verstehen, ihre Visionen zu verwirklichen und sie in eine lebendige, greifbare Realität zu verwandeln.

Seit über 20 Jahren arbeite ich an vorderster Front kreativer Communities – Musik, Events, Kultur, Kommunikation, Beratung und Coaching. Ich kreierte Ideen, Erlebnisse, Identitäten, Kampagnen. Ich schaffe Veränderungsmomente, erschließe Neuland und begleite Transformation. Als komplementärer Partner treibe ich Projekte voran und nutze dabei ein umfangreiches Netzwerk von Spezialisten.

**#ExecutiveCoach #CreativeConsultant  
#ExperienceDesigner #ShowDirector**

# Work Experience

<b>Gwand Fashion Show</b>	Event & Show Production	2001–2004
<b>Habegger AG</b>	Project Manager & Production	2003–2007
<b>Freak Productions</b>	Production, Stage & Tour Management	2006–2007
<b>Rufener Events &amp; Group Worldspan</b>	Project Manager	2007–2009
<b>Stiftung PWG, ImViadukt Zürich</b>	Project Lead Opening Festival	2009–2010
<b>Swiss Ministry of foreign Affairs</b>	Presence Suisse – House of Switzerland Event Management & Music Curation	2010–2012
<b>Standing Ovation AG</b>	Senior Project Manager	2012–2013
	Creative Director & Senior Consultant	2013–2018
	Partner, Member of the Management Board	
<b>Kasheme Gastro GmbH</b>	Partner & Co-Owner	2018–now
<b>Suki GmbH</b>	Founder & Entrepreneur	2018–now

# Education

<b>Diploma Swiss certified Electrician</b>	Vocational college Lucerne	1997
<b>High School Diploma</b>	Feusi Education Center, Berne	2001
<b>Master in Arts Management</b>	Zurich University of Applied Sciences, Winterthur	2007
<b>Certificate Storytelling</b>	MAZ Institute for Journalism & Communication Lucerne	2014
<b>Diploma as systemic Coach and Consultant</b>	Neuwaldegg Consulting Group, Vienna	2020
<b>Certificate Remaking Organizations</b>	Neuwaldegg Consulting Group, Vienna	2021

# Principals

- Creative & Communicative Spirit
- Holistic Approach
- Human-Centered Mindset
- Forward Thinker and Doer
- Better Together & Co-Creating
- Focused & Agile
- Process- & Result-Oriented
- Gratitude & Mindfulness
- Positive & Energetic Attitude
- Dedication & genuine enthusiasm

# Skillset

## Executive Coaching

Transformation, Renewal, Change, Agile, Culture

## Creative Consulting

Foresight, Analysis, Strategy, Future Prototyping, Systemic Innovation

## Experience Design

Ideation, Concept, Human Centric Design, Branding, Campaigning

## Show Production

Show Direction, Staging, Dramaturgy, Programming, Hospitality

## Artistic Services

Music Curation, DJing, Storytelling, Radio, Podcasting

# Personal Info

<b>Swiss citizenship</b>	Born 1977 in Willisau, Lucerne
<b>Married to Megumi Komura</b>	Architect, Department of Civil Engineering, City of Zurich, since 2007
<b>Father of Kuga Komura</b>	Born in 2014
<b>Community service</b>	Internships in socio-cultural animation & social work, involvement in cultural associations, charity work, military service

# Entrepreneurship

<b>Kasheme Gastro GmbH</b>	Owner & Partner – Social Club, Music & Listening Bar	2018
<b>SUKI GmbH</b>	Founder & Owner – Creative Consultancy, We Craft Moments	2019

# Coaching & Transformation

<b>Individual Coaching</b>	Individual development, professional and personal vision, process support	2020 – 2023
<b>Hinderling Volkart</b>	Coach & Advisor for the management board	2021 – 2022
<b>Dept Agency</b>	Transformation consulting and organizational development	2022 – 2023

# Teaching

<b>Zurich University of Applied Sciences ZHAW</b>	Lecturer Event- und Art Management	2009 – 2016
<b>Chur University of Applied Sciences HTW</b>	Lecturer Event- und Art Management	2009 – 2016
<b>Zurich University of the Arts ZHDK</b>	Lecturer Event- und Art Management	2009 – 2016
<b>Lucerne University of Applied Sciences &amp; Arts HSLU</b>	Lecturer for Show Production & Dramaturgy	2018 – 2021

# Awards

<b>Xaver Award</b> Event of the Year	Bauknecht - Housewarming Party	2016
<b>FAMAB Award</b> Best Thematic Exhibition	ABB Gottardo - Experience Pavilion	2017
<b>Xaver Award</b> Event of the Year	Halle550 - Diner Surréaliste	2020
<b>Ret Dot Design Award</b> Digital Identity	BRIDGE Zurich - place for food lovers	2020

# Languages

<b>German</b> Native speaker, fluent in written and spoken communication
<b>English</b> Fluent in written and spoken communication, with several stays in England/USA
<b>Spanish</b> Basic written and oral comprehension, simple conversation
<b>French</b> Basic written and oral comprehension, simple conversation

## Selected Cases

<b>Habegger AG</b>	100 Jahre FIFA, Sechseläuten & Opera House, Zurich Asian Games, International Press & Media Center, Doha Qatar	2004
<b>Future is Now</b>	Electronic Music Community Festival, Festival Director	2006
<b>Rufener Events</b>	UEFA Euro 2008, UBS VVIP Hospitality Switzerland & Austria	2008 – 2011
<b>Presence Suisse EDA</b>	House of Switzerland, Olympic Games, London	2008
<b>Standing Ovation</b>	ABB 125 Years Jubilee VVIP Gala, Gottardo & Roadshow	2012
	ABB Formula E, Swiss Eprix, VIP Events & Tech Forum, Zurich	2013 – 2017
	JTI International, The Winston Village, Music Festival Campaign	2018
	Swiss Marketing Forum, Marketing Tag & Marketing Trophy, Lucerne	2018 – 2019
<b>Komvent</b>	Wedding Tina Turner, Küsnacht	2013
	Art Directors Club Zurich, ADC Gala & Creative Week, Zurich	2014 – 2022
	gfm Trendtagung, Dolder & Kongresshaus, Zurich	2019 – 2023
	Post Adverstings, Direct Day, Kongresshaus Zurich	2022 – 2023
<b>Suki</b>		
<b>Glatt Centre</b>	New LiveCom Strategy, Neo Retail Concepts, Trend Research	2017 – 2020
<b>Halle 550</b>	Client Consulting, Brand & Platform Design, Events & Live Campaign	2019 – 2021
<b>BRIDGE Zürich</b>	Digital Identity, Opening Communication, Live Campaign & Events	2020 – 2022
<b>Bürgenstock Resort</b>	Experience Design Summer Fling & Consulting 150 Years Campaign	2021 – 2023
<b>JEFF</b>	125 Years Roche, Show Production & Show, Basel	2022
<b>Dolder Grand</b>	Epicure Culinary Masterpieces Consulting & Experience Design	2022 – ongoing
<b>Woehrle Priola</b>	St. Moritz Gourmet Festival, Future Prototyping & Consulting	2023 – ongoing
<b>MCH Group</b>	Digital Festival, Consulting & Experience Design	2023 – ongoing
<b>Migros MGB</b>	Consulting, Experience Design & Show Direction	2023 – ongoing

## Music & Culture

<b>Singer</b>	Band Grandmothers Groove (Muse, die Ärzte, Living Color)	1993 – 2005
<b>Promotor</b>	Independent organizer of music events, concerts, and parties	1999 – 2011
<b>Radio 3fach Luzern</b>	Member of the management board (Communication, Promotion)	2000 – 2001
<b>Cityfox Experience</b>	Production of warehouse raves and parties in Zurich	2006 – 2007
<b>Club Zukunft Zurich</b>	Organisation «2 Jahre Zukunft sind nicht genug»	2006
<b>Future is Now Zurich</b>	Festival director management and association president	2007 – 2012
<b>Club EXIL Zurich</b>	Host and night manager for concerts and club operations	2009 – 2011
<b>Kasheme Gastro</b>	Partner & co-owner	2018 – now
<b>RUMI</b>	DJ, selector and music curator (national & international Gigs)	1999 – now