

Sibylle Spengler



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linkedIn: Sibylle Spengler Indermühle
Nationality: Swiss
Date of birth: 4.6.1964

EXPERIENCE

Fundtastic, Zurich

Jan 2021–ongoing

Founder & CEO Fundtastic AG, NGO fundraising agency, strategy consultancy and implementation on and offline.

Helvetas Schweiz, Zurich

Aug 2019–Aug 2020

Ad Interim Head of Public Fundraising and strategic support to head of Marketing & Communications.

Greenpeace Schweiz, Zurich

Jun 2015–Jul 2019

Marketing und Fundraising Director, Member of Senior Leadership Team.

Brot für alle, Bern

2011–2015

Head of Marketing, Communication and education, Member of Senior Leadership Team

Interteam Columbia, Bogotá

2008–2011

International Development Assignment in Bogotá, Columbia. Consultant for fundraising, marketing and organisational development for CINEP, Amar y Servir, Apoyar und Funambulos

Erklärung von Bern [today: Public Eye], Zurich

2000–2008

Marketing und Fundraising Director

Greenpeace Schweiz, Zurich

1997–2000

Head of Direct Marketing

UNICEF Schweiz, Zurich

1993–1997

Marketing Assistant and Product Manager

VOLUNTEER ENGAGEMENT

Swissfundraising.ch

2012–ongoing

Board member and since 2018 President of the professional Swiss Fundraising Association with over 1000 members.

Bruno Manser Fond

2005 to 2008

Board member and president from 2007 to 2008

EDUCATION

2022

Certificate of Advanced Studies FNHW,
CAS Organisational Development

2021

Certificate of Advanced Studies ZHAW, CAS Culture Change – Mindset for new working environments.

*2012–
Mar 2016*

Master of Advanced Studies ZFH in Leadership & Management with MAS-qualification at IAP [Institute for Applied Psychology] of the Zurich University for applied science [ZHAW]: Qualification with distinction.

2010

Diplomado (120 hours) at the Universidad Javeriana in Bogotá "Trabajo con gente vulnerable y en zonas de conflicto"

CAMPAIGN EXPERIENCE

Co-lead for the Greenpeace project "Engagement Strategy" with the participation of about 30 employees from all departments and teams as well as volunteers of Greenpeace Switzerland

Development policy campaigns of Bread for All (today HEKS) and Fastenopfer on issues such as land grabbing, speculation on food, high tech no rights, etc.

Further campaign experience: Public Eye on Davos, Law without Borders, Climate Alliance Campaign, Gentechfrei Initiative etc.

STRATEGIC AND PERSONNEL MANAGEMENT

Motivate, encourage and challenge staff with humor, empathy and honesty, always keeping in mind the strategic and financial goals in the context of a learning organization.

At Swissfundraising: Leading a professional association with over 1000 members today (membership growth of over 50% during my presidency).

At Helvetas: Leading strategy workshops for the 5-person leadership team of Marketing & Communications, writing the divisional strategy for the next few years, and assisting in the reorganization of fundraising.

At Greenpeace: Contributed to the overall strategy and reorganization process to reposition the organization. Development of a fundraising and marketing strategy for the repositioning and turnaround of Greenpeace Switzerland and development of a dozen new acquisition channels to attract new donations and members.

At Bread for All (now HEKS): Initiation of an overall strategy and reorganization process at Bread for All for the purpose of repositioning the company.

DEVELOPMENT OF A GROWTH STRATEGY IN MARKETING AND FUNDRAISING.

Head of a 12-member team, responsible for donation income of 13 million Swiss francs on a budget of about 3 million Swiss francs (for fundraising, education and communication).

Interteam: Strategic consulting in various organizations in Bogotá, Colombia.

SPECIAL PROFESSIONAL INTERESTS

- Engaging with "Smart CSOs", an alliance of international civil society organizations seeking fundamental systemic change, particularly in terms of the environment and social justice.

- Tracking and helping to shape market developments in the NGO and fundraising sectors, promoting innovation while taking into account political and social trends.
- Promote gender equality and young talent and work in teams.

PERSONAL INTERESTS

- Meeting and getting to know people and traveling to foreign cultures -including reading.
- Experiencing and protecting nature and treating it with respect.
- Promoting spiritual development and life balance with yoga and Zen meditation.
- Discuss, philosophize and politicize.
- Live positively and (self-)consciously.

LANGUAGE

- Mother tongue: German
- Fluent in speaking and writing: English, Spanish & French