

**Short Bio Martina B. Eberle (PDF )**

Bachelor of Arts, Industrial Design (Jewellery/Accessories), University of Arts & Design, Zurich. Additional courses in Graphic Design and Advertisement, School of Visual Arts, New York.

Occupational activity in advertising, shows and exhibitions with Advico Young & Rubicam and Bellprat Associates among others; with the latter Creative Director for Generals Motors Europe with assignments throughout Europe and Asia. Project development for Expo.02, the Swiss National Exposition, for the “Direction Artistique” under Martin Heller, the artistic director of the entire venue.

Executive MBA from Columbia University, New York and London Business School with a thesis dealing with business development and policy building towards the creation of additional carbon trading markets.

Market analysis and strategy development at IBM Research in New York in the field of New Media.

Project development, content management and creative direction for NOVA, a novel multi-media presence of the Swiss Federal Institute of Technology (ETH) at the main railway station Zurich. Co-founder of horao GmbH, an spin-off of ETH Zurich with the objective to develop and market three-dimensional bivalent LED-screens.

Lecturer and coach at the Department of Design at the University of Arts & Design, Zurich.

