

Philipp Ortner

Entrepreneur from Zürich
Music Industry Specialist, Creative Consultant
Digital All-Rounder



Dedicated, articulate and passionate digital & music specialist with creative flair and a can-do attitude.

Originally from Switzerland, lived 12 years in London, UK and currently based in Zürich. Worked the past 20 years in the music, digital and creative industry and supported brands and artists in achieving their goals, organised events that left a mark and developed innovative digital platforms that exceeded expectations.

Extensive experience working with music, digital, marketing and media companies. Entrepreneurial skills, education in business (KV Business School) the music industry (BA Honours of Recording Arts incl. Music Business) as well as in marketing as a Project and Product Marketing Manager (AIPMM).

Excellent, worldwide relationships with members of the creative, digital and media industries. Over 20 years of experience in the music business as a label owner, DJ and producer as well as in the planning, strategy, organisation, coordination and implementation of creative and innovative music, marketing and digital projects.

Visit LinkedIn

Music Passion

Design & Digital Creativity

Business Curiosity

Art Freedom

Work Experience

Musikvertrieb AG	Zürich CH	A&R and Marketing	2025 - present
Musikvertrieb AG	Zürich CH	Online Marketing & Social Media Management	2024 - 2025
Gadget abc Entertainment Group AG	Zürich CH	Freelance	2023 - 2024
VAVA Concept GmbH	Zürich/London UK	Founder	2015 - present
Pins and Needles Records	Zürich/London UK	Founder/A&R	2011 - present
Wirz Group AG	Zürich CH	Senior Digital Consultant	2021 - 2024
Tamedia AG	Zürich CH	Product-Owner Verticals & Business Development	2017 - 2021
Conscious Media Ltd	London UK	Operations Manager	2013 - 2015
BWO Records Ltd	London UK	Founder/A&R	2008 - 2018
SAE Institute	London UK	Supervisor	2007 - 2008
Herbal Club	London UK	Intern	2006 - 2007
DJenerate Studios	London UK	Intern	2006 - 2007
Swiss Life AG	Zürich CH	Administrator	2002 - 2004
Notary Office Enge	Zürich CH	Apprentice	1999 - 2002

Education

UX & Product Design Week	Future London Academy UK	2020
Certified Product Manager	AIPMM The Association of International Product Marketing and Management USA	2020
BA Honours of Recording Arts	SAE Institute London UK	2008
Audio Engineering Diploma	SAE Institute London UK	2006
Electronic Music Production	SAE Institute London UK	2005
BMS KV Business School	KV Business School Zürich CH	2002

Certificates

Electronic Music Production	SAE Institute London UK
First Certificate	University of Cambridge
BEC 1 Diploma Englisch	University of Cambridge
DELF A1-A4 French	Centre international d'étude pédagogiques

Languages

German	Mother Tongue
English	Proficiency (lived 12 years in London, UK)
French	Basic

Skillset

Ideation and Creative Conception

A&R and Music Marketing, Label Management

Consultancy for Digital Products, Business Development and Branding

Business and Marketing Strategies

Project and Product Management

Coordination and Management of Design and Creative Projects

Marketing and Social Media Campaigns

Talent Acquisition and Development

Networking and Acquisition

Planning and Realisation of Workshops

Product Ownership of Digital Products

Management, Organisation and Coordination of Project Teams

Event Planning and Organisation

Development of Concepts, Offers, Proposals, Strategies and Project Plans



Selected Cases

VAVA Concept GmbH

Founder, Business Development

Gadget Entertainment Group AG

Digital Consulting Services, Strategies and Workshops

Sunrise starzone

Social Media Marketing Strategy

Pharmalys Laboratories SA

Project Management Rebranding Web & Brand Design

Schellenberg Wittmer, Zürich

Product Ownership Web & Optimisation

Valibiotics AG

Business Development & Digital Design and Development

Casa Figueirinha, Portugal

Branding & Web Design & Development

Stonera AG

Branding & Web Design & Development

Schweizer Familie

Product Ownership Web & Optimisation

Schweizer Feuerstellen

Project Management, Design & Go-Live

Pins and Needles

A&R, Business Development, Marketing, PR and Distribution

Zoo Project Ibiza

Artwork & Web Design & Development

Music & Arts Festival, St. Moritz

Event Organisation, Web Design & Development, Coordination

Make-Up Junkies

Web Design & Maintenance

Adalise, London UK

eCommerce & Web Design and Development

Astrid Frehner Coaching, Zürich

Branding & Web Design & Development