

Gregory Binggeli

Marketing, Communications & Digital Leadership

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PROFILE

A career connecting **international management, marketing strategy and digital transformation**, with a hands-on practice of **applied AI and automation**. I turn business challenges into priorities, coordinate teams and partners, and follow projects through to delivery. My experience spans B2B technology, professional sport and entrepreneurship.

EXPERIENCE & RESPONSIBILITIES

Oscilloquartz SA | International Management & Pre-sales

Since 10.1996 | Senior Manager Systems Consulting - Global, since 01.2022

- Lead an international team of 12 pre-sales engineers; coordinate priorities, contributions and partner support.
- Tender responses, customer presentations and training: make technical solutions clear and support B2B business development.

Progression: electronics and after-sales (1996-2001), customer support (2001-2007), product and pre-sales (2007-2014), EMEA management (2014-2022).

Neuchâtel Xamax | Governance, Marketing & Communications

Since 2011 | Board member since 01.2020; vice-president from 04.2012 to 01.2020

- Brand and communications strategy, B2C/B2B offers, sponsorship and fan experience; contributed to rebuilding the club.
- Led web and ticketing projects; coordinated internal teams, agencies and suppliers in collaboration with the president.

Member of the Swiss Football League Digital Steering Committee.

Option Web | Entrepreneurship & Digital Project Leadership

Co-founder since 2002 | Took over the business as Option Web Binggeli in 10.2023

- Develop client relationships, scope needs and proposals, and coordinate design and development specialists.
- Support SMEs with positioning, content, websites, SEO, acquisition campaigns and performance tracking.
- Applied AI: application and website creation, prototyping, automation and MCP/API integrations, from business needs to acceptance checks.

These complementary roles have been held concurrently.

APPLIED AI, AUTOMATION & DIGITAL PRODUCTS

Scope use cases, design assistants and agents, automate workflows and develop application and website prototypes. Connect tools with data through **MCP and APIs**, guide iterations and check outputs. Project-based practice includes marketing campaign tools, the Option Web website built with Astro and ongoing Koatch development.

Environments used: ChatGPT, OpenAI, Codex, Gemini, Copilot, Manus, Base44, Astro and WordPress.

SELECTED PROJECTS

Neuchâtel Xamax | Leading a Website Redesign for Mobile Users

Launched in **November 2021**. Defined objectives and requirements, coordinated agencies and development, validated user journeys and incorporated feedback. Historical reports in the case study show mobile audience share increasing from **58.51% to 70.92% (+12.41 percentage points)**.

Case study: [xamax.ch redesign](#)

Option Web - Centre Neuron | Connecting Acquisition & Measurement

Work on search intent, content and SEO. Reports published by Option Web show **132 to 285 Google clicks between April and September 2025 (+116%)**. These measure visibility, separately from revenue or appointments generated.

Case study: [acquisition and local visibility](#)

EDUCATION

2023 - MBA Digital Marketing & Business | EFAP

2014 - Marketing and Communications Generalist | HEG Arc

2001 - Technical Business Specialist - Swiss Federal Diploma of Higher Education | CPLN - ECOT, Neuchâtel

1995 - Electronics Technician - Swiss Federal VET Diploma (CFC) | CPLN, Neuchâtel

CERTIFICATIONS & CONTINUING EDUCATION

Google Analytics (GA4) and Google Ads Search: renewed July 2026. **Inbound Marketing** (HubSpot Academy, 2023), **SEO** (LinkedIn Learning, 2023), **partnerships and sponsorship** (Sponsorize, 2015-2016).

SKILLS & TOOLS

Strategy and leadership: positioning, communications, B2B/B2C, acquisition, customer experience, international management and project delivery.

Tools: Google Analytics, Google Ads, Semrush, SE Ranking, Salesforce, Adobe and Canva.

LANGUAGES

French: native. **English:** professional use. **German:** basic school-level knowledge.