Matteo Di Berardino

Enterprise Account Executive | Anthropic Zurich

You can't change the wind — but you can set the sails.

CONTACT

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LINKEDIN
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LOCATION
Rain, Lucerne (Switzerland)

PROFILE

Where others see complexity, I see opportunity. I combine deep AI understanding with Swiss market expertise to help enterprise clients navigate the AI era — with clarity, confidence, and measurable results.

LANGUAGES

German	Native	
English	C1 Advanced	
Italian	Native (spoken)	
French	Conversational	
Spanish	Conversational	

EXPERIENCE

Amphasys AG
Marketing Specialist — B2B Biotech

Mar 2024 — Present

- Managed social media channels, planned online and in-person events, maintained company website.
- Built Google Analytics dashboard for traffic, engagement, and KPI-driven decision making.
- Maintained and optimized WordPress website, creating new landing pages.
- Set up marketing automations with Microsoft Power Automate, improving cross-team efficiency.
- Produced and edited video content with Final Cut Pro for events and social media.

FHNW Academic Project Abroad
"ConnectUS" — United States

Mar 2023

- Collaborated in diverse international student team, strengthening cross-cultural communication.
- Visited multiple U.S. companies, exploring innovation, leadership, and organizational culture.

Swiss Army
Infantry Officer — Lieutenant

Jan — Jun 2019

- Led a unit of 50+ personnel, coordinating tasks through 8 subordinate group leaders.
- Developed structured leadership principles, conflict resolution, and team-building methods.
- Organized training sessions, managed logistics, and maintained high morale under pressure.

Matteo Di Berardino

SKILLS

AI & Prompt Engineering
Vanderbilt-certified. Daily Claude power user for strategy, code & data.

Marketing & Analytics
Google Analytics, Looker Studio, KPI-driven decisions, SEO.

Leadership
SVF-certified: Self-Management, Conflict Resolution, Team Leadership.

Tools
MS 365, Power Automate, Adobe Suite, WordPress, Final Cut Pro, CRM.

CERTIFICATIONS

Prompt Engineering for ChatGPT
Vanderbilt University (Coursera), 2024

SVF Leadership Certificate
Self-Mgmt, Conflict Resolution, Team Leadership

Google Analytics Certification
Google, 2024

INTERESTS

Football (2. Liga)

Drums & Piano   Fitness

Cultural Exploration   Tech & AI

Reading

REFERENCES

Available upon request.

EXPERIENCE (CONTINUED)

Language Exchange
Santa Barbara, California   Jan — Jul 2018

- Immersive English language training in California, reaching C1 proficiency level.
- Built intercultural skills through daily interaction in a multicultural environment.

Marechaux Elektro AG, Kriens   2013 — 2017
Apprenticeship — Elektroinstallateur EFZ

- Completed 4-year Swiss federal apprenticeship in electrical installations.
- Gained hands-on technical skills, project discipline, and client-facing experience.

EDUCATION

Hochschule Luzern (HSLU)   2024 — 2026 (exp.)
MSc Business Administration — Online Business & Marketing

FHNW Olten   2020 — 2024
BBA — Marketing & Social Innovation

Minerva Schulen, Zurich   2019 — 2020
Berufsmaturität in Wirtschaft

Marechaux Elektro AG, Kriens   2013 — 2017
Apprenticeship Elektroinstallateur EFZ

MASTER THESIS (2026)

Buying Process Analysis in B2B Enterprise Environments
Analysis of real enterprise buying processes at Amphasys AG using the Rutschmann Action-Chain methodology — triggers, barriers, and decision paths of B2B customers in the tech hardware sector. Directly applicable to enterprise sales strategy.