

From Electrical Engineer to Head of Marketing and Sales

Shortly after completing the MAS MTEC programme, Roger Kaspar made good use of his newly gained knowledge and skills. He took several forward strides within his company – moving into Marketing & Sales, taking charge of a team, and working in strategy. His studies had helped him gain the necessary tools and skills in human resource management, finance and controlling, and strategy management.

I wanted to progress towards sales and management and to understand the many and varied non-technical subjects that play a role in this discipline. As an electrical engineer with an ETH Master's degree, I was aware of the knowledge-based management programme at the Department of Management, Technology, and Economics.

ETH Zurich's excellent reputation, both nationally and internationally, and its reasonable course costs combined all the other advantages that made the programme

so appealing. For example, the chance to tailor my studies from a comprehensive course catalogue according to my particular requirements and interests was precious. I could organise my workload flexibly and devote 80 percent of my time to work during the semester, and 100 percent during the semester break.



In retrospect, I can say I achieved all the goals I set for myself: I have a greater understanding of a number of non-technical subjects and have excelled in my career. Furthermore, the MAS MTEC programme helped me to grasp associations and contexts better and showed me how to perform complex tasks more successfully. I gained a comprehensive understanding of business topics, and, to top it all off, I also made some friends for life!



Roger Kaspar

Head of Marketing and Sales Europe & Africa, ABB Communication Networks at ABB Switzerland

Profile when starting the MAS MTEC programme:

-  4 years' work experience
-  MSc in Electrical Engineering and Information Technology, ETH Zurich