

# PORTRAIT OF

# CHRISTOPHE WALCH



NAME	Christophe Walch
BORN	30th April 1951 in Carspach (Elsass)
NATIONALITY	Swiss and French
LANGUAGES	German, English, French, Danish, little Italian
INTERESTS, HOBBIES	Photography / Art / Music (writing songs) / craftmanship
	Sports: swimming, squash, skiing

## PROFESSIONAL DEVELOPMENT

Christophe Walch first studied six semesters Philosophy and Psychology. He then switched to Medicine and after another two years at University he decided to start working in Market Research at a pharmaceutical company in Basel, while he followed at the same time an education in economics. It was also there where he gained his first experiences in Product and Marketing Management. After some years he changed to the Swatch Group (Rado) where he worked in the field of Product-, Design- and Marketing Management. This job was much more creative and it involved creation, sales, logistics and also included Product Management. After Rado, he started his own business, as he wanted to do the Product Management and Design Management independently. Therefore he founded Crival Management Ltd twenty years ago. At some point he had 35 people employed and at the moment Christophe is running his company by himself. It was during

this time when he met Jacob Jensen and Verner Panton. They have introduced Christophe Walch to the Design Culture and together they developed products. Jensen and Panton became Christoph's coach and mentor. Parallel to this he started to design his own products. It was his professional circumstances that brought Christophe to Design Management. And already as a child did he had a strong interest in giving an object his own touch, by shaping it until he liked it.

## CHRISTOPHE WALCH ABOUT DESIGN MANAGEMENT

According to Christophe Walch, a Design Manager needs to have a very good imagination and excellent communication skills. He must have the capability to listen to the designers, translate their ideas so that they can be understood and finally be implemented in the market successfully. *"The idea has to be effectively transformed into a product"*. Also, a Design Manager needs to be able to give clear briefings.

*"A product has to be clearly recognizable, without the logo of the company."*

To have the ability to give the product an identity is another important skill that a Design Manager must have. It is also crucial that he forgets his own wishes, and rather translates the requirements of the customer into briefing elements and pass them on to the people in charge. Also he should be very understanding and have an open mind. A Design Manager is not bound to one area in a company. He has much rather a staff function, as he works within many different departments in a company, such as marketing or production and he should also be able to define the global product strategy.