



Octavio Rodriguez

Lindt & Sprüngli (Canada), Inc.

Current position on the Board

- Director of Marketing
 - *Responsible for promoting the Swiss Canadian Chamber of Commerce via special events and activities. Octavio has been working for the past 2 years to achieve the goal of increasing the SCCC's visibility and profile within the local and international business communities. Currently participating in the Events Committee with other Directors, Octavio is in close contact with the Swiss Consulate General in Vancouver helping to coordinate and implement projects that will be included in our calendar of events.*

Past Roles for Swiss Canadian Chamber of Commerce

- Elected to the Board as a Director in 2005

Area of Professional Expertise

- Architecture & Construction
- Project Management
- Marketing & Sales

Professional Profile

Octavio holds an Architectural Degree from one of the most prestigious universities in Mexico (Instituto Tecnológico de Estudios Superiores de Monterrey). After graduation, he started his own firm specializing in Architectural Design & Construction. In 12 years he completed projects for the private and public sectors ranging from residential and commercial, to public facilities in Mexico City and other locations.

After his move to Vancouver in 2001, Octavio was hired by one of Switzerland's most emblematic companies Lindt & Sprüngli (Canada), Inc. Originally founded in 1865, L. & S. is world re-known for its premium chocolates, constant innovation and attention to detail. Mr. Rodriguez's first responsibility with the company was to work with a team that opened the first of several Lindt Boutiques in Canada. Soon after, he helped develop a Corporate Sales program for the Vancouver location that is now used by this company in other locations in Canada.

Octavio has assumed a more prominent role which now expands to the Western Canada, and as part of his current responsibilities with L. & S., he is overlooking a project to open the first Retail Outlet for Lindt in Vancouver. Simultaneously, Octavio is working on the preparation of an operations manual for the Retail Division. His background in project management will help Lindt to achieve in the short term a high level of quality and consistency in procedures related to Retail & Wholesale sales, Customer Service and Product Knowledge that will benefit all present and future Boutique and Outlet stores.

On his role as Director of Marketing with the SCCC, Octavio has organized with the help of other Directors, the very successful Summer Night Reception hosted by the Swiss Consul General in Vancouver and gracious spouse at their residence. This event has already become a tradition within the Chamber's calendar of events, attracting both members and non-members - among these, distinguished guests from the Diplomatic Corps, the business community and academia.

Contact Information

Octavio Rodriguez
Lindt Maitres Chocolatiers
Sears on Robson location
701 Granville St. – Main Floor
Vancouver, BC V6R 3R2
604.685.2151
orodriguez@lindt.com

Please contact Octavio through the Chamber's coordinates found here:

<http://www.swisscanadianchamber.com/contact.htm>