

Media information

Michael Willi joins Dynamics Group as Senior Partner

Zurich/Basel, 13 May 2024 – Dynamics Group, a leading independent strategic communication management consulting group in Switzerland, is pleased to announce that Michael Willi will join as a Senior Partner starting July 1, 2024. With extensive executive-level experience, he will provide strategic counsel and support to businesses, institutions, and individuals in times of opportunities, challenges, crisis, conflict, and transformation across business, politics, and culture.

Michael Willi brings extensive experience as the leader of global public affairs organizations at multinational corporations. As the former Chief Communications Officer for Novartis and UBS, he has comprehensive skills in developing and implementing strategies in financial and corporate communications, corporate and employer branding, corporate culture, transformation management, crisis and conflict management, ESG, and stakeholder engagement in a complex and fragmented world. Michael Willi will join the Dynamics Group office in Basel, strengthening the team alongside partners Daniel Piller and Jonathan Seabrook.

Michael Willi states, "I look forward to creating value for our clients together with my colleagues Daniel and Jonathan, and our partners in Bern, Geneva, Lausanne, and Zurich. I am committed to promoting effective communication and dialogue that builds trust among customers, employees, business partners, policymakers, investors, and society at large. I am passionate about building reputation. A strong reputation enhances trust, and trust drives business success."

Thierry Meyer, Chairman of the Board and Senior Partner at Dynamics Group, says, "We are delighted to welcome Michael Willi in our team of experienced partners. His international perspective, extensive experience in corporate communications, and comprehensive knowledge in the life sciences and finance sectors will further strengthen our Group and service offerings for our national and international clients. Together with his colleagues in Basel, Michael will also foster our business in this key economic area."

Contact

Thierry Meyer, Chairman Board of Directors, Senior Partner
Phone +41 79 785 35 81
E-Mail: tme@dynamicsgroup.ch

Michael Willi, Senior Partner (as of 1 July 2024)
Phone +41 79 872 51 04
E-Mail: miw@dynamicsgroup.ch

About Dynamics Group

Dynamics Group is a leading Swiss consulting group, specializing in corporate communications, market communications, public affairs, reputation management and crisis communications. We provide strategic communications advice and services to help clients manage communications challenges affecting their reputation, business and market value. The partnership was founded in 2006 and is now owned and run by 20 partners. Dynamics Group has offices in Basel, Bern, Geneva, Lausanne and Zurich.