Marianne Fassbind

Partner

Core consulting areas: strategic communication for companies and pension plans, reputation and crisis management, investor relationships, handling electronic and print media, public affairs especially for pension funds and capital markets

Marianne Fassbind has been reporting and commenting over 25 years about the Swiss economy and foreign business affairs. She has an excellent experience and an unparalleled network in these areas. First working as a financial analyst and later as print and TV editor, Marianne is acquainted with communication challenges in respect of management and strategy issues. Furthermore, she can handle crisis situations and Marianne can identify the risks that could lead to reputation damages. Thanks to her long-term experience as a board member and president of the audit committee of a publicly-listed Swiss company, she is aware about the communication mechanisms between boards of directors and management and is familiar with financial reporting and capital market transactions. As member of investment committees and as a board member of a couple of pension funds, the pensions market also belongs to her core competencies. Thanks to her former position as finance director of the city of Rapperswil, Switzerland, Marianne is also familiar with the nature of Swiss politics and government.

Marianne Fassbind holds a master degree in business administration and economics from the University of Zurich (lic. oec.publ.).

Languages: German, French (native), English, Italian

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