



## **Clarissa Haller**

### **Senior Partner**

Clarissa Haller is a Senior Partner at Dynamics Group and advises leaders, companies and institutions on strategic communication issues – from reputation and crisis situations, M&A transactions and leadership changes to digital and cultural transformations. Her spectrum ranges from positioning, brand management and strategic media relations to the realignment of communication teams and processes – with a focus on effectiveness and future readiness.

As a long-standing global Chief Communications Officer (CCO) at international companies such as Siemens, Credit Suisse, ABB, Roche Diagnostics and Bahlsen, she was responsible for communications in the most challenging change situations. During her time at Siemens (2016–2021), she oversaw the communicative repositioning of the group from a conglomerate with 13 divisions into three listed, independent companies. In addition to the communications management of the transactions, she was responsible for the development of independent brand identities, the internal dialog with over 360,000 employees worldwide and the positioning of the new leadership teams. She was also a member of the Global Sustainability Board and the Digitalization Committee. Under her leadership, the content, structure and culture of global Siemens communications were realigned, and the team was recognized as the “Most Innovative Communications Team in Europe” in 2021. She led an international team of up to 1,900 employees and developed it with a focus on personal responsibility, digital competence and entrepreneurial thinking.

She recognized the potential of digital platforms and AI-supported communication at an early stage and established corresponding tools and processes – at Siemens as well as at ABB (2006–2014), for example, where she introduced Switzerland’s first corporate newsroom and strategically integrated social media into corporate communications already in 2006.

During her time at Credit Suisse (2014–2016), her main focus was on the comprehensive realignment of media relations. During her time at Roche Diagnostics (2001–2006), she was responsible for the communications support of the global integration process following the takeover of market leader Boehringer Mannheim, among other things. In her role at food manufacturer Bahlson (1995–2001), the focus was on several family-related company splits and a comprehensive repositioning of the brand positioning – as well as external communications relating to site closures and dealing with historical issues. She always worked closely with the respective decision-makers and proactively drove strategic communication – internally and externally, globally and locally. She has a deep understanding of organizations and their dynamics, including the different cultural aspects worldwide.

Clarissa Haller studied German, Art History and American Studies at the Ludwig-Maximilians-University Munich (M.A.) and completed the Sustainability Leadership Program at the University of Cambridge (2022).

In addition to her consulting work, she is an advisory board member and lecturer at the Zurich University of Applied Sciences (HWZ), ZHAW, TU Munich and Quadriga Berlin, among others. She is also a member of the advisory board of the German cybersecurity company Asvin.

Language skills: German, English

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