



Michael Willi

Senior Partner

Michael Willi (1966) advises and positions individuals, institutions, and companies in interactions with internal and external stakeholders, media, and the public in complex situations, crises, conflicts, and transformation processes.

He has proven expertise in developing and implementing strategies in financial and corporate communications, corporate brand management, employer branding, transformation and change management, crisis management, corporate culture, and stakeholder management in a complex and fragmented world.

With 14 years of experience as Chief Communications Officer at the executive level for Novartis and UBS, he also has a proven track record in building and leading high-performing Corporate Affairs organizations with up to 700 staff members.

Michael Willi served as Chief Communications Officer of Novartis from 2014 until the end of 2023, overseeing corporate and brand communications, product PR, and interactions with patient organizations across all business fields and regions. As Chairman of the Digital Engagement Board, he was responsible for the strategic use of digital tools and platforms to reach, understand, and engage internal and external stakeholders.

From 2008 to 2013, he led global corporate and brand communications at UBS as Chief Communications Officer. As Chairman of the Global Brand & Marketing Committee, he also held responsibility for the company's global sponsorship and advertising efforts.

In both companies, he was a member of the Group Disclosure Committee and the ESG Committee, as well as a member of the extended executive teams.

From 1992 to 2007, he held various leadership positions in internal and external corporate communications at Swiss Bank Corporation and UBS.

Michael Willi has worked in Switzerland and the US and holds a Master's degree in Economics from the University of Basel.

He is actively involved in cultural affairs, serving as Chairman of the Board of Directors for the Theater Basel and on the Board of Trustees for the Beyeler Foundation and the Basel Symphony Orchestra Foundation.

Languages: German, English

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