



## **Daniel Pasquier**

### **Partner**

Daniel Pasquier (1968) has over twenty years of solid experience in strategic communications, public relations and public affairs, and has an extensive network within economic, media and political circles. He advises clients on key challenges such as public affairs, media relations, issue management, and crisis communication, and coordinates the communication of major development projects.

A recognized expert in place branding and territorial marketing, he designs and leads communication strategies that support urban transformation. He works alongside project developers, public institutions, and real estate associations on innovative and sustainable development initiatives that integrate economic, social, and urban planning dimensions. His interventions aim to enhance the clarity and visibility of projects, foster public acceptability, and shape a coherent and inclusive territorial narrative accessible to all audiences.

His expertise spans a wide range of sectors, including finance, health, environment, real estate, and the nonprofit sector. With a background in geography from the University of Geneva and a public relations certification from the Swiss Public Relations Institute (ISRP), his career reflects a deep curiosity and a commitment to projects at the intersection of urban development and collective interest. Daniel Pasquier combines analytical rigor, a deep understanding of territorial dynamics, and a strategic approach to dialogue and engagement.

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