



Alex Segovia

Partner

Alex Segovia (1970) has extensive experience in corporate communication, marketing communication, reputation management and crisis communication, change management and top-level sport.

He has worked for listed companies as well as public sector organisations in Switzerland and at European level in the fields of real estate and construction, financial services and sport.

Alex Segovia began his career at Postfinance in international marketing before joining the Corporate Communications unit of Swiss Post as Head of Sports Sponsorship, where his main commitments were in cycling and ice hockey. In 2001, he became Marketing & Communications Manager of the Swiss cycling team Phonak, which won several stages and events in the UCI Pro Tour.

From 2005 to 2016, as Communications Director of Losinger Marazzi, Alex Segovia developed the group's reputation and actively participated in the profound transformation of the construction company into a pioneer in real estate development and sustainable neighbourhoods in Switzerland. From 2016 to 2019, as Director of Communications Europe for the Bouygues Construction group in Paris, he developed and implemented a shared and innovative communications strategy across the entire group.

Alex Segovia is a graduate of the Ecole supérieure de commerce de Lausanne and SAWI.

Languages: French, German, English, Spanish, Italian.

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