



## **Clarissa Haller**

### **Senior Partner**

Clarissa Haller (1967) is a distinguished communications manager in the DACH region for strategic and innovative communications. Her focus includes the repositioning and transformation of companies and brands, accompanying wide-ranging change processes (e.g. in the areas of digitalization and sustainability/ESG) as well as the definition and communication of corporate goals, purpose and narratives. She has extensive experience in the positioning of CEOs and senior executives, in the preparation and support of leadership changes, and in issues and crisis communication.

She also supports the development and global implementation of communication strategies as well as the realignment and restructuring of communication teams and processes (digital media and channels, newsroom, analytics). Furthermore, she offers comprehensive consulting in the area of employee communication and engagement as well as the development of employee bonding strategies (post-Covid, New Work).

Clarissa Haller has more than thirty years of experience in corporate communications. Most recently, she was Head of Group Communications at Siemens AG in Munich from 2016 to 2021. During this period, the company was transformed from a conglomerate with 13 divisions into four independent, listed companies.

She began as a journalist in print and broadcasting and moved to corporate communications in 1989 at Daimler-Benz Aerospace AG (now Airbus AG, Munich), where she was Head of PR, among other functions. Afterwards, she moved to Bahlsen KG (Hanover) as Head of Corporate Communications. In 2001, she took over as Global Head of Communications at Roche Diagnostics (Basel). From 2006, she was responsible for ABB's corporate communications, and in 2014 she moved to Credit Suisse (both Zurich) in the same function.

Clarissa Haller holds a master's degree in German Studies, Art History and American Studies (University of Munich) and a degree in "Sustainability Leadership" (University of Cambridge).

Further Engagements:

- Zurich University of Applied Sciences for Business Administration (HWZ): Member of the advisory board of the "Center for Communications" and lecturer in the CAS "Communications Management"
- Zurich University of Applied Sciences (ZHAW): Lecturer in the CAS "Leadership"
- University of Applied Sciences Northwestern Switzerland (FHNW): Lecturer in the module "Digital Marketing, Communication and Management in Healthcare"
- Technical University of Munich, School of Management (TUM): Lecturer in the Executive MBA Program

Language skills: German, English

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