



Dr Daniel Piazza

Partner

Daniel Piazza (b. 1978) specialises in the development and implementation of political communication strategies. He assists companies and organisations in positioning themselves and representing their interests to authorities, associations and politicians. He also supports organisations that wish to create and implement fundraising strategies within a political context.

Before entering the world of consulting, he spent around 15 years at the interface of politics and business. He was CEO and CFO of the Swiss Christian Democratic People's Party (CVP) and Head of Corporate Communications and Public Affairs at CKW. Prior to this, he worked as a project manager at the Zug Institute of Financial Services IFZ and as an author and a consultant to cantonal governments, public enterprises and financial institutions.

Daniel Piazza received a Master in Banking and Finance from the University of St.Gallen and completed a doctoral thesis in the field of public management. He also gained a diploma in fundraising management from the ZHAW Zurich University of Applied Sciences Winterthur. He speaks German, English and French, and has been a member of the Lucerne Cantonal Parliament and vice president of the CVP parliamentary group since 2015.

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