



Zeynep Ersan

Partner

Areas of expertise: strategic positioning, public affairs, crisis and reputation management, consumer engagement, CSR approach, change management, media relations.

With a comprehensive political, economic and media network in both Romandie and national level, Zeynep Ersan advises her clients in the fields of communication, media and public affairs.

Zeynep Ersan places paramount importance on securing the buy-in of consumers and employees to corporate strategies. Her expertise spans various industry segments, including health, energy and mobility.

She has served as Director and Editor-in-Chief of the Romandie consumer information and advocacy magazine “Bon à Savoir” for over a decade, and as a member of the management team at KonsumentenInfo AG in Zurich. As Head of Communication of the Avis Victoria Group (healthcare, hospitality), she reorganized nationwide communication efforts and merged HR and training departments successfully. Subsequently, she led the Business Development division of the Romandie media “Le Temps”, overseeing the restructuring of internal teams (marketing, advertising, events, and customer service) and external providers.

Author of several books on inheritance law and insurances, she also published a book titled “Turquie, un pont entre deux mondes”. Furthermore, she is committed to fostering economic and commercial relations between Switzerland and Turkey.

Languages: French, German, English, Turkish

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