



## **Thierry Meyer**

### **Senior Partner**

Thierry Meyer (1964) has built an extensive network in Swiss business, media, and politics throughout his career. His fields of expertise make him a privileged contact in strategic positioning and media management, public affairs, urban and real estate projects, economic and business development, watchmaking, tourism, sports business, crisis and reputation management, and financial communication.

Throughout his 30-odd years of journalism, Thierry Meyer has built strong ties with Switzerland's political, business, cultural, social, and sports communities and beyond. He has been active in many professional circles (Swiss Press Award, Prix Jean Dumur, Member of the Board of Swiss Newswire Agency SDA/ATS) until meeting his new challenge as a Partner for Dynamics Group.

Multilingual panel moderator, author of books and numerous leading articles, Thierry Meyer now focuses his extended network and his professional know-how on serving his clients, as a media, communication, and strategy advisor.

Specialized in Business matters (Transport industry, banking, and finance, watchmaking, tourism, industry) and in politics (he has spent two years as a Parliamentary Correspondent in Berne), he has a good grasp of the Anglo-Saxon world after having spent four years in London. A good connoisseur of sports, he has covered major competitions in various fields (Whitbread Round The World Race, Wimbledon Tennis Championships, UEFA Champions League, World Alpine Skiing Championships, etc.).

From 2006 until November 2017, he was the Editor of 24heures, refocusing the main media in the canton of Vaud towards a central political and social role, and adapting its team to the new digital reality. During his tenure at 24heures he has created, financed, and developed various high-profile projects (interactive shows, series of features and reports, books).

Thierry Meyer speaks French, English, and German. He has a license in Political Sciences (University of Lausanne) and a Master of Science in International Studies (Connecticut State University, USA).

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