

Press release

Farner hires ABB communications veteran to lead charge into Industry and Capital Goods Sector

Zurich, 7 April 2020 – Farner, the leading communications agency in Switzerland, has hired Alexander Filz into its Technology and Industry Practice. The veteran communications consultant has several years of experience across sectors as varied as nutrition, health, industry, precision instruments, construction, energy and technology in companies such as ABB, DSM and Mettler-Toledo.

Filz's mandate will be to expand Farner's footprint in Industry and Capital Goods. As Head of Communications at DSM he managed all communications for its strategic development from a traditional chemical company to a life science market leader in health & nutrition. As ABB's Group Vice President Communication he transformed the technology group's brand and was responsible for the migration of all corporate brands within the scope of a master brand strategy.

In addition to Filz's substantial experience within corporations he also operated at a senior level on the agency side, as Burson-Marsteller's Chief Operating Officer in Switzerland, where he introduced the American PR giant to the Swiss market and ran two groups (Health Care & FMCG) and worked on clients such as Lindt & Sprüngli, GlaxoSmithKline, Wyeth, Mars, Unilever, Monsanto, MTV and McDonnell Douglas.

He will report to Farner's head of Technology and Industry Practice, Christopher Cartwright, who commented: "We are fortunate to have been able to attract such a senior talent to our team. Alex has extensive experience working at a senior level in large, complex, issues-rich businesses – and valuable experience advising C-level executives as they navigate change in their companies and sectors. I am truly looking forward to working with him as he leads the charge into Industry for Farner."

Alexander Filz adds: "It is a great opportunity to join Farner at this stage. The agency is the market leader in Switzerland and has successfully expanded its portfolio from PR to integrated communications. Our task is now to put our strengths at the service of companies in the industrial and capital goods sector."

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<https://www.farner.ch/en/news/alexanderfilz/>

About Farner Consulting

Farner is Switzerland's leading agency for communications consultancy (agency ranking www.bpra.ch). Founded in 1951, the agency now employs more than 160 people at its offices in Zurich, Bern, St. Gallen, Lausanne, Geneva, Basel and Chiasso. It offers a comprehensive array of services, covering all aspects of communication – from public relations, public affairs, content creation, research & analytics, digital and change communications through to advertising and events – and bringing together multidisciplinary communications consultants with industry-specific expertise and know-how. Farner is one of the Global Top 100 Agencies (The Holmes Report). Farner is the first Swiss PR agency ever to receive Europe's most important award for excellent communication three times: The Holmes Report "D-A-CH Agency of the Year" in 2012, 2015 and 2018. Internationally, Farner is the exclusive affiliate of FleishmanHillard in Switzerland and also works with other international networks.

Picture:



Alexander Filz, Senior Consultant