

Press Release

Farner strengthens Corporate Communications & Public Affairs: Marco Imboden joins the agency as Managing Director, Urs Knapp becomes Senior Advisor

Zurich, October 27, 2025 – Switzerland's leading communications agency boosts its consulting capacity, paving the way for its future. Marco Imboden will step into the role of Managing Director by April 2026, taking over management of the Corporate Communications & Public Affairs division. He succeeds Urs Knapp, who has successfully fulfilled this role for many years. Knapp will remain with Farner as Senior Advisor with a selected portfolio of clients.

Urs Knapp has worked in leadership positions at Farner for over 25 years – most recently as Managing Director of the Corporate Communications & Public Affairs division – and has also been a partner and member of the agency's management board for many years. During this time, he developed and professionalized several of the agency's core areas of competence, such as Health Care Communications and Financial Communications. With his support, Farner was able to significantly expand its position as Switzerland's leading communications agency.

"For me, the time has come to hand management responsibility over to someone new", says Urs Knapp. "I'm proud of what we have achieved together as a team. And I'm looking forward to continuing to make my experience available to selected clients as Senior Advisor", Knapp continues.

Marco Imboden is a distinguished leader who will be joining Farner as Managing Director and member of the management board. The communications professional has worked in a number of leading roles at well-known Swiss and international organisations over the last 20 years. He is currently Head of Corporate Communications at the CSS Group. He has previously worked in management roles within communications at Swiss Post, SR Technics and the Zurich Insurance Group. Imboden brings with him a wide range of experience in strategic communications, positioning and brand management – particularly in highly regulated markets.

"I have admired Farner as an excellently positioned agency with outstanding strategic competence for many years", says Marco Imboden. "Having the opportunity to take over this role from Urs Knapp is a great honour for me. I am looking forward to working closely with the well-established leadership team and to continuing to develop the Corporate Communications and Public Affairs divisions."

Michel Grunder, CEO of Farner, adds: "In Marco Imboden, Farner is gaining a pre-eminent figure from the Swiss communications sector. His broad experience in various industries and his strategic vision represent a real boon for our customers and our team. At the same time, I would like to express my sincere thanks to Urs Knapp for his decades of commitment, his foundational work and his cooperation with the management board. It is great to know that we can continue to count on his expertise into the future."

Marco Imboden will join the agency in March 2026 and will take on Urs Knapp's leadership responsibilities in April.

Contact

Michel Grunder, CEO & Partner
Mobile: +41 79 432 48 66
michel.grunder@farner.ch



Image 1: Michel Grunder



Image 2: Urs Knapp



Image 3: Marco Imboden

Visuals:

Download images [here](#)

Farner | Farner Group

Farner Group is the full-service consulting and communications platform with nationwide presence in seven locations. From public affairs to corporate communications, internal and change communications, brand strategy, brand design, employer branding and marketing communications (advertising, performance & nextgen marketing, content marketing, video production, influencer marketing), more than 300 talents solve highly specialized and integrated communication challenges. Founded in Switzerland in 1951, the agency is now operating in four markets in Europe as [Team Farner](#). www.farner.ch