



Anja Fiedler
**Chief Export Promotion + Global Network
Officer, Switzerland Global Enterprise**

EDUCATION AND TRAINING

1986 - 1990

EUROPEAN BUSINESS SCHOOL

MBA, Diploma in Business Administration
Exebs Scholar Award for Outstanding Academic Performance
and Demonstrating Leadership Behaviour

PROFESSIONAL ACTIVITIES

since september 2023

SWITZERLAND GLOBAL ENTERPRISE

Chief Export Promotion + Global Network Officer
Member of the Executive Committee

2022 – 2023

HACO AG

Managing Director

2017 – 2021

DENISON CONSULTING EUROPE GMBH

Managing Director DACH

2012 – 2016

HOFFMAN-LA ROCHE

Head Strategy & Market Entry a.i.

2009 – 2011

LONZA AG

COO Global Bioscience, USA

2006 – 2008

PHILIP MORRIS INTERNATIONAL

CEO & Managing Director Czech Republic, Slovak Republic &
Hungary

2005 – 2006

Vice President Business Planning & Development EEMA

1990 – 2005

UNILEVER SCHWEIZ GMBH

Various positions at subsidiaries in Germany, Switzerland,
Thailand and Africa

LANGUAGES

German, English, French, Italian, Thai