

**Zeitschrift:** Annual Report / Switzerland Tourism  
**Herausgeber:** Switzerland Tourism  
**Band:** - (2002)

**Vereinsnachrichten:** Management

### **Nutzungsbedingungen**

Die ETH-Bibliothek ist die Anbieterin der digitalisierten Zeitschriften. Sie besitzt keine Urheberrechte an den Zeitschriften und ist nicht verantwortlich für deren Inhalte. Die Rechte liegen in der Regel bei den Herausgebern beziehungsweise den externen Rechteinhabern. [Siehe Rechtliche Hinweise.](#)

### **Conditions d'utilisation**

L'ETH Library est le fournisseur des revues numérisées. Elle ne détient aucun droit d'auteur sur les revues et n'est pas responsable de leur contenu. En règle générale, les droits sont détenus par les éditeurs ou les détenteurs de droits externes. [Voir Informations légales.](#)

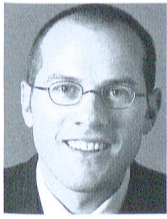
### **Terms of use**

The ETH Library is the provider of the digitised journals. It does not own any copyrights to the journals and is not responsible for their content. The rights usually lie with the publishers or the external rights holders. [See Legal notice.](#)

**Download PDF:** 13.03.2025

**ETH-Bibliothek Zürich, E-Periodica, <https://www.e-periodica.ch>**

# Management.



**Jürg Schmid**  
Chief Executive Officer



**Urs Emch**  
**Marketing Services & Brand Management**  
Member of Management  
Marketing & Promotional Products, Fairs and Events, Market Research, Mailing House, STM (Switzerland Travel Mart), Brand Management



**Michel Ferla**  
**Overseas Markets, Mandates, MICE Marketing**  
Vice Director  
Overseas Markets, Mandates & Cooperation with Embassy Networks, Convention, Seminar & Incentive Marketing (SCIB), as well as International Markets Support Desk



**Markus Graf**  
**Finance & Corporate Services**  
Member of Management  
Accounting & Control, Information Management, Infrastructure, Telephone/Reception



**Daniela Bär**  
**Corporate Communications/Media**  
Member of Extended Management  
International and National Media Work, Product and Corporate Communication



**Jörg P. Krebs**  
**Marketing Leisure**  
Member of Management  
Product Marketing (Mountain Summer, Families, Autumn, Public Transport, Active Switzerland, Swiss Cities, Theme Routes, Wellbeing, Winter, Coordination with activities of Swiss Market)



**Eva Brechtbühl**  
**Partnerships & Content Services**  
Member of Management  
Management and Acquisition of Sector and Business Partners, Quality Programme, Content & Project Services



**Klaus Oegerli**  
**Europe**  
Member of Management  
Europe (Benelux countries, Germany/Austria, France, United Kingdom & Ireland, Italy)



**Gabriella Buchmüller**  
**Human Resources**  
Member of Management  
Personnel Administration and Development



**Federico Sommaruga**  
**Southeast Asia & Mandates**  
Member of Extended Management  
Australia, China, Hong Kong, Malaysia, Russian Federation, Singapore, Spain, Taiwan, Thailand



**Urs Eberhard**  
**North America**  
Member of Extended Management  
USA, Canada, Mexico



**Thomas Winkler**  
**Portal Management & Internet Marketing**  
Member of Management  
Development, Operation & Management of MySwitzerland.com website, Worldwide Internet Marketing, Content Management & Data Organisation