

Media release

Nicolas Bürer appointed as new Chief Executive of digitalswitzerland

With effect from October 12, 2016, Nicolas Bürer has assumed management responsibility for the digitalswitzerland initiative (formerly DigitalZurich2025). Mr. Bürer will report to the supervisory board of digitalswitzerland, chaired by Christian Wenger.

Zurich, October 20, 2016 – Nicolas Bürer, 38, studied Physics at the École polytechnique fédérale de Lausanne (EPFL). From 2011 to 2013 he worked as Chief Revenue and Marketing Officer at Deindeal.ch. He then went on to co-found Movu.ch, of which he still is Chairman. In January 2014, he was appointed Managing Director of Joiz Switzerland. Since the beginning of 2016, Nicolas Bürer has also been the Vice-Chairman of the Swiss Startup Association.

In assuming his new duties at digitalswitzerland, Nicolas Bürer replaces Stephan Küster. Although Stephan Küster has been obliged to return to his native United Kingdom for unexpected personal reasons, he will continue to serve the initiative on a consultancy basis until the end of this year.

In the words of Marc Walder, President of the Steering Committee and the initiator of digitalswitzerland: “I am delighted that in Nicolas Bürer we have been able to secure the services of such a widely recognised personality to assume the role of digitalswitzerland’s Managing Director and steer it through the next phases of its development. The focus now is on establishing digitalswitzerland as the most relevant national initiative supporting Switzerland’s role as a digital hub. I would also like to thank Stephan Küster for the extremely valuable development he has carried out for digitalswitzerland.”

Additional information:

digitalswitzerland

digitalswitzerland (formerly DigitalZurich2025) is an industry-overarching initiative whose purpose is to position Switzerland as an attractive location for digital startups, corporations and talents and to assist Swiss companies in meeting digital challenges. The initiative was launched in 2015 by renowned companies, industry associations and representatives of the Swiss political, business and scientific communities. It now counts more than 30 of Switzerland’s best known organisations among its members.

Contact

Christian Wenger, President of the board digitalswitzerland

Tel: +41 58 958 58 58

Mail: info@digitalswitzerland.com

Web: www.digitalswitzerland.com

Twitter: @dgt_switzerland

Facebook: /dgt_switzerland