

PRESS RELEASE

digitalswitzerland: Stefan Metzger appointed new Managing Director

Zurich, 23. December 2021 – Nicolas Bürer, Managing Director of digitalswitzerland, is leaving the initiative at his own request as of January 2022. His successor is Stefan Metzger, who for the past 13 years has been responsible for the Swiss operations of the IT consulting company "Cognizant". Diana Engetschwiler, Head of the Swiss Digital Day, becomes Deputy Managing Director and succeeds Sébastien Kulling, who is moving to the digitalswitzerland Foundation.

After five successful years as Managing Director of digitalswitzerland, Nicolas Bürer will be taking a new professional direction. Bürer will leave the initiative as of January next year. Bürer joined the organisation as Managing Director in 2016, which has expanded nationwide under his leadership and now counts 240 organisations as partners. Last year, Bürer was also responsible for the operational merger with "ICTswitzerland," the umbrella organisation of the Swiss ICT industry. The goal of digitalswitzerland is to position Switzerland as a global leading digital innovation hub.

"I sincerely thank Nicolas for his commitment to digitalswitzerland," says President Sascha Zahnd. "He has successfully developed the initiative and transformed what was once a regional vision for Zurich into a nationwide and now even global movement - putting us in a solid position for the future. For his next professional chapter, I wish Nicolas nothing but the best and I am pleased that he will continue to support digitalswitzerland in an advisory capacity."

The management of digitalswitzerland will now be taken over by digital expert Stefan Metzger. Most recently, Metzger was responsible over a period of 13 years as Country Managing Director for the Swiss operations of the globally active IT consulting company "Cognizant", which serves major clients from the banking and finance, insurance, life sciences and pharma, as well as retail and consumer goods sectors. Metzger has been involved with digitalswitzerland for a year and was a member of the Executive Committee.

"A country's digital competence and innovative strength are becoming central to any country," says digitalswitzerland Founder and Ringier CEO Marc Walder. "With Stefan Metzger, we are gaining a proven expert in the field of digital transformation, especially one with global experience. digitalswitzerland has grown to become Switzerland's most relevant initiative in the past six years. Stefan Metzger will help drive this development further."

Diana Engetschwiler, Head of the Swiss Digital Day, which was launched five years ago, will become Deputy Managing Director of digitalswitzerland at the beginning of 2022. She succeeds Sébastien Kulling, who is moving to its supporting digitalswitzerland Foundation as Managing Director. Over the past four years, Kulling has been instrumental in expanding digitalswitzerland in the French-speaking part of Switzerland.



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[About digitalswitzerland](#)

digitalswitzerland is a Switzerland-wide, cross-industry initiative that aims to strengthen and anchor Switzerland as the world's leading digital innovation hub. Under the umbrella of digitalswitzerland, more than 240 organisations consisting of association members and politically neutral foundation partners work together transversally to achieve this goal. digitalswitzerland is the point of contact for all digitisation issues and is committed to solving a wide range of challenges.