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# Management.

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Vice Director  
Executive Vice President  
Markets & MICE



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Partnerships & Content  
Services  
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Finance, Controlling &  
Organization  
Accounting & controlling, organization, mail/building maintenance



**Gabriela Buchmüller**  
Human Resources  
Personnel administration and development, telephone/reception



**Urs Emch**  
Marketing  
(until 31. 1. 2006)  
Product marketing  
leisure, advertising  
design & production,  
exhibitions & events



**Markus Rege**  
Marketing  
(as from 1. 1. 2006)  
Product marketing  
leisure, advertising  
design & production,  
exhibitions & events



**Thomas Winkler**  
Portal Management,  
eMarketing &  
Information Technology  
Development, operation and marketing of MySwitzerland.com, partner websites, mailinghouse and information technology

## International Marketing Management Team (MMT).

The MMT guarantees the integration of the markets and of relevant departments for the strategic planning of the worldwide tourism marketing.

**Daniela Bär**

Member of Executive Staff Unit  
Head Corporate Communications,  
Media & Market Research

**Dino Dulio**

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**Rafael Enzler**

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Market Switzerland

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**Barbra Steuri-Albrecht**

Head MICE (Meetings, Incentives,  
Conventions & Exhibitions)

**Roger Zbinden**

Manager Asian Key Markets