

## Media release

# Désirée Heutschi new Head of Corporate Development at the Orell Füssli Group

**Zurich, 14 September 2020 - Orell Füssli Ltd has appointed Désirée Heutschi as its new Head of Corporate Development and member of the Executive Board. She will take over the duties of Dr. Daniel Broger, who is relinquishing the position at the end of the year and leaving Orell Füssli in the first quarter of 2021.**

Désirée Heutschi is a proven leader in the field of innovation and innovation management and digital transformation. She has extensive experience in corporate development and in the creation of new business models. Ms Heutschi will be responsible for strategy and innovation projects and the development of digital businesses of the Orell Füssli Group.

Since 2019, Ms Heutschi was CEO of the Swiss Startup Factory, which specialises in innovation consulting and corporate venturing. Prior to this, she worked for Microsoft Switzerland for 14 years. Ms Heutschi held management positions in various customer segments with a focus on digital transformation. From 2000 to 2004, Ms Heutschi worked for Genesys in San Francisco in the area of business development and strategy. Désirée Heutschi holds an Executive Master of Business Law from the University of St. Gallen (HSG) and a Master in International Relations from the Ecole des Hautes Etudes Internationales (HEIP) in Paris.

The Board of Directors and Executive Board extend a warm welcome to Ms Heutschi and wishes her every success in her new role.

Ms Heutschi will join Orell Füssli in September 2020 and will take up her duties on 1<sup>st</sup> January 2021. She succeeds Daniel Broger, who has decided to leave Orell Füssli to devote himself to new projects. Mr Broger has played a key role in the development of the Orell Füssli Group in recent years. He made a major contribution to the successful refocusing of Zeiser and accompanied the first steps in the field of digital business models with the investment in Procivis. The Board of Directors thanks Daniel Broger for his valuable contribution and wishes him every success and all the best for his professional and private future.

## **Agenda**

Publication Annual Report 2020	17 March 2021
Annual General Meeting	11 May 2021

## **Contact**

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*Orell Füssli is a pioneer in the fields of security and education. With its expertise in security solutions for governments and citizens and as a leading Swiss book retailer, Orell Füssli supports its customers with a unique and customer-specific offering. As a leading systems supplier for security technologies and identification systems and a long-standing partner of government, Orell Füssli sets technological standards. In the fields of security printing and serialisation Orell Füssli provides innovative printing processes, systems and services for the production and successful protection of banknotes, securities and identity documents.*

*With its attractive large-format and specialist bookstores Orell Füssli offers a wide-ranging book-related shopping experience. In book retailing Orell Füssli has a 50% interest in Orell Füssli Thalia AG, which provides an extensive offering through 36 branches in German-speaking Switzerland and diverse e-commerce services. Orell Füssli provides logistical and service facilities for libraries and companies.*

*Orell Füssli was founded more than 500 years ago and generates revenues of some CHF 250 million with around 600 employees at locations in five countries. Orell Füssli shares are listed on the SIX Swiss Exchange.*