

ERWIN BRUNNER

CREATIVE STRATEGIST | BRAND AND BUSINESS BUILDER

I fuse 30+ years of C-suite insight, deep brand DNA and AI-driven tooling in one unified framework.

PEOPLE AND BRANDS MAKE THE DIFFERENCE

Guided by Value Creation Through Appreciation, I design spaces where people and brands thrive. With more than three decades as CEO of a global branding and communications agency, founder of [brunner strategy.ch](http://brunnerstrategy.ch) (Corporate), mebrand.ch (Personal), and partner at emotions.ch (Digital), I align Purpose, People, Performance and Perception for measurable progress.

PASSION UND EXPERTISE

- > Strategic advisory & sparring for progress-minded executives
- > Brand identity & positioning that inspire hearts and build value
- > Transformation & implementation of brand and business strategies – local and global
- > Way Forward processes – development and leadership of comprehensive change initiatives (Winning Culture, Winning Operations, Winning Brand)
- > Winning culture & employee experience – trust, creativity, agility
- > Communications & campaigning with relevance and lasting impact
- > Digital excellence through smart tools and AI
- > Board membership for SMEs with growth ambition

Impact From agile SMEs with international focus to industry leaders, my Way Forward framework harmonizes Direction, Culture, Operations, Brand and relentless execution. This proven approach is tailored to both companies and personalities.

CROSS-INDUSTRY EXPERIENCE

30 + years catalyzing growth for market-shaping companies — from trail-blazing SMEs to global industry icons:

- **Finance:** Private Banking (LGT Credit Suisse), Mastercard, Swiss Life, Visa, Zurich Insurance, iComply
- **Consulting:** PwC, Switzerland Global Enterprise,
- **Telecom & Technology:** ABB, Microsoft, Sunrise
- **Consumer & Fashion:** Coca-Cola, IKEA, Levis, Hennes & Mauritz, Nestlé, Ricola, Swatch Group (SWATCH, Tissot, Certina), Unilever, McDonald's
- **Industry & Manufacturing:** Arbonia, Forbo, Franke, Glutz, Rieter,
- **Media:** NZZ (Neue Zürcher Zeitung), Schweizer Illustrierte, BILANZ
- **Transport & Logistics:** SBB (Swiss Federal Railways)
- **Sports & Entertainment:** UEFA
- **Airlines & Travel:** Qantas, TAP Portugal, South African Airways, Air Canada

Ready to level up? Let's unlock the full power of your people and brands together.