

Media Release

## **Dr Ursula Nötzli joins Hirzel.Neef.Schmid.Counselors as a partner**

**Zurich, 18 March 2025 – Dr Ursula Nötzli will join Hirzel.Neef.Schmid.Counselors, Switzerland's leading strategic communications consultancy, as co-owner and partner.**

Hirzel.Neef.Schmid.Counselors is pleased to welcome Ursula Nötzli as of 1 September 2025, a seasoned communications expert with more than 20 years of experience in corporate communications and journalism. Most recently, she was Chief Communications & Sustainability Officer at TX Group, where she oversaw group-wide communications, investor relations and sustainability. Before that, she was Head of Communications at ABB Switzerland and, as a Director at Credit Suisse, she was responsible for core communications and strategic topics.

Ursula Nötzli began her career as a business and financial editor at the Neue Zürcher Zeitung and Finanz und Wirtschaft. She holds a PhD in economics from the University of St. Gallen and completed the Advanced Management Program (AMP) at the MIT Sloan School of Management in Boston.

Her consulting focus is on positioning executives and guiding companies through communication challenges during transformation processes. Ursula Nötzli has extensive knowledge in financial market communications, particularly in enhancing ESG reporting, supporting capital market transactions and fostering sustainable stakeholder engagement.

### **Contact**

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Hirzel.Neef.Schmid.Counselors was founded in 1997 and is a partnership of leading, internationally experienced Swiss consultants in strategic communications and public affairs. They advise their clients in the areas of corporate communications, public relations, financial and capital market communications, crisis communications, mergers & acquisitions and public affairs and support them in developing and implementing the right strategies and content.