



Christian Baechler

“Translating value propositions into convincing marketing stories.”

Christian is an advisor for Strategy, Marketing Communication, Sales and Innovation. He loves to interact with people and acts as a motivator bringing a breath of fresh air into your business.

Qualifications

Christian is a creative marketer and communication expert with long-standing experience in different positions and sectors.

He has a distinctive conceptual and entrepreneurial mindset, comprehensive knowledge of business development and innovation methods, as well as extraordinary marketing measures.

Professional Stations

- **Partner** · woowai AG, Basel 2017–present
- **Senior Communications Manager** · Swissgrid AG, Laufenburg 2010–2016
- **Program Manager Grid Innovations** · California ISO, California 2015
- **Head of Communication** · IWC Schaffhausen, Schaffhausen 2010
- **Exhibition Director** · Gunter von Hagens Körperwelten, Zurich 2009
- **Public Relations Manager** · Habasit AG, Reinach 2007–2009
- **Project Manager** · Consulate General of Switzerland, New York 2005–2006
- **Communications Manager** · BMW Group, Munich 2004–2005
- **Editor** · Ringier AG, Blick Online, Zurich 2002–2004

woowai.com/cb

christian.baechler@woowai.com

linkedin.com/in/christianbaechler/

+41 79 503 18 60