

Daniel Tschudy

Senior Advisor



Daniel is consultant, coach, writer and speaker. His topics are international business-relations, as well as cross-border and cross-cultural marketing- and communication-issues. He lectures at business schools and writes regularly for Switzerland's leading economic newspaper «Handelszeitung», as well as for other MICE- publications.

During his career, Daniel worked in total 13 years in England, Canada, Germany, France, Japan, and China. Until the mid-80ies, he was engaged with Kuoni Travel, Switzerland Tourism and six years with a group-tour operator in Tokyo. In 1987, he co-founded MCI in Geneva, today the leading international congress- & association-management group. And from 1998 to 2006, he created and led the event management agency Spectrum (Zurich, New York). He joined ESM AG as a Senior Advisor in strategic issues, and he oversees media work and communication.

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