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PRESS RELEASE

## Mike Fuhrmann new Chief Marketing & Customer Officer at Generali

- As of 20 August 2018, Mike Fuhrmann will become the director of the Marketing area as Chief Marketing & Customer Officer. He will therefore become a member of the executive management of Generali Switzerland.
- Mike Fuhrmann has many years' experience in the area of marketing and branding. He most recently worked as Chief Creative Officer at Hocoma.
- Generali Switzerland is incorporating the theme of Corporate Social Responsibility (CSR) into its core business. The director of this new area will be Roger Stieger, the previous Chief Marketing, Customer & Communications Officer.

As Chief Marketing & Customer Officer, Mike Fuhrmann will take over the management of the Marketing area and become a member of the executive management of Generali Switzerland. He will take over this area from Roger Stieger, the previous Chief Marketing, Customer & Communications Officer, who will become director of the newly created CSR area. Mike Fuhrmann has been a specialist in the area of marketing and branding for more than 15 years and has occupied senior positions, both on the agency and on the industry side. Mike Fuhrmann will take up his post at Generali Switzerland on 20 August 2018.

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### Anchoring Corporate Social Responsibility

The Generali Group is aware of its responsibility and would like to make an important contribution to a healthy, balanced and sustainable society. For this reason, Generali Switzerland is anchoring Corporate Social Responsibility within its core business. It has been able to secure the services of Roger Stieger to work as director of this new area – the previous Chief Marketing, Customer & Communications Officer. He will remain responsible for the Marketing area until the arrival of Mike Fuhrmann, whilst also immediately taking up his new role as Director of CSR. This change at Marketing goes hand in hand with a restructuring: CSR and now Communications as well will be directly answerable to CEO Andreas Krümmel.

### Marketing under new management

Mike Fuhrmann has been a specialist in the marketing and branding area for more than 15 years. During this time, he has created numerous innovative brand experiences for global players such as Bayer, DHL, ING, NN Life and Zurich. Since 2014, Mike Fuhrmann has been in charge of the marketing, communication and product management areas as Chief Creative Officer for Hocoma, a Swiss medtech company and global market leader in robotic rehabilitation. Following the successful merger with DIH International in 2016, he has also taken over the management of the marketing for the Group's Rehab Division (Beijing) and the research partner Motek (Amsterdam) as Global Vice President Marketing.

*Mike Fuhrmann: «Turn the customer into the hero of your story. In today's digital world, sustainable success will only go to those companies for which the real brand ambassadors are the customers and not the company's marketing. I am really looking forward to enhancing the customer experience for Generali within a fantastic and committed team and turning Generali Switzerland into a protagonist of its own corporate history through fun, creativity and innovation.»*

Alongside his passion for emotional brand experiences, Mike Fuhrmann holds a degree in Business Administration and is also a trained fiction producer and an award-winning screenplay writer. Mike Fuhrmann was born in 1976 and lives with his wife and two children in Horgen.



Mike Fuhrmann

#### **ABOUT GENERALI**

**Generali is an independent, Italian Group, with a strong international presence. Established in 1831, it is among the world's leading insurers and it is present in over 60 countries with total premium income exceeding €68 billion in 2017. With nearly 71,000 employees in the world and 57 million customers, the Group has a leading position in Western Europe and an increasingly significant presence in Central and Eastern Europe as well as in Asia. In 2017, Generali Group was included among the most sustainable companies in the world by the Corporate Knights ranking.**

**In Switzerland, Generali has stood for individual insurance solutions in every kind of living situation for 140 years. Almost one million customers rely on the reliable protection it provides from a single source: from property, legal and life insurance to comprehensive pension solutions, as well as attractive fund and bank products. The Generali Switzerland Holding has two head offices, one in Adliswil and one in Nyon. Around 2,000 employees provide qualified advice and excellent service.**