



## SIMONE LAUPER PARTNER

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### COMPETENCE

- Supports companies in finding their unique strategic positioning promoted through corporate communication tailored to stakeholders
- Established experience in the reinsurance and banking sector
- Designs communication strategies and campaigns
- Assists change processes through effective internal and external communication
- Has a proven track record in reputation, issue and crisis management
- Further areas of expertise include executive positioning, brand management, financial reporting, intranet/web design, marketing communication

### EXPERIENCE

Simone Lauper is a partner at Faber. She spent more than 20 years in senior management positions in leading financial services institutions, working in Switzerland and abroad. Simone joined Faber from Tokio Millennium Re, where she was the firm's Head of Corporate Communications since 2015, in charge of the company's repositioning before the company was acquired in 2019.

Previously, Simone worked at Swiss Re as Head of Media Relations & Financial Reporting during the financial crisis and later as their Head of Internal Communications. Before joining the reinsurance industry, Simone was a Private Banking client advisor at UBS in Switzerland, USA and Brazil.

She speaks six languages and holds an MBA from the University of Chicago and a Master's degree in Political Science from the University of Lausanne.