

## Board of Directors appoints Nicole Burth as Head of the new Communication Services unit at Swiss Post

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On 25 August 2020, the Swiss Post Board of Directors appointed Nicole Burth as Head of the new Communication Services unit. She will also become a Member of Executive Management from January 2021. Nicole Burth was CEO of Adecco Group Switzerland and, in addition to her leadership and management experience as CFO and CEO, has a strong track record in partnerships, mergers and acquisitions and in setting up and expanding businesses.

Nicole Burth (48) will take on the role of head of Swiss Post's new Communication Services unit in January 2021. Nicole Burth began her career in the banking sector and worked for Adecco from 2005, in both line and corporate management, and most recently as CEO of Adecco Group Switzerland. During this period, she acquired extensive experience in mergers and acquisitions, particularly in the field of business customer services, and has a strong track record in developing and scaling digital solutions. In her roles as CFO and CEO, she was accountable for results (profit and loss statement) for major units and responsible for over 1,000 employees, managed successful transformations and developed a wide network of contacts in Swiss business. "For both the CEO and the Board of Directors, this kind of experience was an extremely important factor in our decision," explained Urs Schwaller, Chairman of the Board of Directors at Swiss Post. Besides her native German, Nicole Burth speaks English, French and Italian. She lives in the Canton of Zurich, is married and has two children. When asked about her new role, she replied: "The past few months have clearly shown how important 'digital postal secrecy' and the digital transformation involved in this concept will

become. I am extremely honoured to have the opportunity to set up and expand this business for Swiss Post."

Swiss Post unveiled its strategy for the future in May. Through this strategy, Swiss Post wants to achieve targeted growth in the coming years, to ensure it can continue providing a high-quality universal service from its own resources. This will enable the company to fulfil its aim of securing a high-quality public service in Switzerland. It plans to generate the funds required for this through services in the logistics and communication markets. In the new Communication Services unit, Swiss Post is building on its many years of experience as a trustworthy carrier of sensitive information – with new digital solutions for companies, authorities and citizens. Demand for such solutions has become increasingly evident during the coronavirus crisis. "With her wealth of experience, Nicole Burth will not only drive forward the development of our portfolio of communications services, but she will also make a major contribution to implementing our strategy for Swiss Post as a whole," remarked CEO Roberto Cirillo.

Source: [Swiss Post](#)