



Barbara Meili Consulting

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Biography

Studied German language and literature, European popular literature and ethnology at the University of Zurich; awarded a doctorate in the history of modern German literature. 1984–1991 editor and programme manager with a fiction and non-fiction publishing company. 1992–1995 PR editor and head of corporate publications at the Zürcher Kantonalbank. 1995–2001 Head Corporate Communications at Rieter, Winterthur.

Continuing professional development, e.g. at the Schools of the German Book Trade, the Lucerne Media Training Centre (MAZ) and the University of St. Gallen.

Since 2001 independent corporate communications consultant focusing on services for publicly listed industrial and technology companies. Owner of Barbara Meili Consulting, Zurich.

President of SRG Zurich Schaffhausen (regional stakeholder organization of the Swiss Broadcasting Corporation)/Member of the regional executive board of SRG German-speaking Switzerland; Member of the Governing Board of Winterthur Cantonal Hospital; Member of the board of directors of an SME; Member of the board of UZH Alumni.

Client and project references on request.

My services

Communications consulting

Consulting services for companies and institutions

Professional communications are a significant factor for the success of organisations. I analyse the specific activities of companies and institutions, draw up concepts and guidelines for establishing or reorienting communications activities and participate in their implementation.

Consulting services for management

Companies are increasingly perceived through their senior management. I assist the management in the preparation of public and in-house presentations and support their key contacts. Together with my clients I identify topical themes and critical issues, formulate arguments and compose speeches and presentations.

Participation in projects

Involvement in task forces

I participate as a communications specialist in task forces for setting out strategies and also in the context of acquisitions, mergers, divestments, changes in management, restructuring programmes and corporate crises. Together with the project managers I define objectives and core messages, and draw up action plans and the necessary documentation for dialogue with target audiences (statements of principle, media releases, employee information, FAQ lists, letters to shareholders and customers, etc.).

Financial communication and corporate communications

Annual reports, interim reports, speeches, company portraits and publications on corporate history – these are time-consuming projects for which lean organisations often lack the know-how or capacity. I offer support in researching and writing demanding texts.

Developing know-how

Coaching communications managers and teams

Successful corporate communications work calls for professional know-how, psychological skill and a regular review of strategies and actions. I guide and support communications managers and provide a second opinion. I provide advice for recruiting and developing specialist personnel.