



Barbara Meili Consulting
Unternehmensberatung
für Kommunikation

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Biography

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

Client and project references on request.

Supervisory and advisory board mandates: Member of the board of directors of an SME (since 2009); Member of the board of UZH Alumni (since 2018).

Previous mandates: President of SRG Zurich Schaffhausen (regional stakeholder organization of the Swiss Broadcasting Corporation SRG)/Member of the regional executive board of SRG German-speaking Switzerland (2012–2024; Member of the Governing Board of Winterthur Cantonal Hospital (2007–2023).

Previous professional positions: 1995–2001 Head Corporate Communications at Rieter, Winterthur; 1992–1995 PR editor and head of corporate publications at the Zürcher Kantonalbank; 1984–1991 editor and programme manager with a fiction and non-fiction publishing company.

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. 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.



My services

Communications consulting and participation in projects

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.

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 documentation for dialogue with target audiences (statements of principle, media releases, employee information, FAQ lists, letters to shareholders and customers, etc.).

Coaching communications managers

I guide and support communications managers and provide a second opinion. I provide advice for recruiting and developing specialist personnel.