

Monika Schulze appointed Chief Marketing Officer at Zurich

Zurich, January 09, 2014 – Zurich Insurance Group (Zurich) today announced the appointment of Monika Schulze (50, German citizen) to the position of Chief Marketing Officer, effective January 1, 2014. She succeeds Isabelle Welton who assumed the function as Chief of Staff in September 2013. In her new position, Mrs. Schulze is responsible for leading the Global Marketing function and for further strengthening the Zurich brand in line with the Group’s strategic objectives. She reports to Chief of Staff Isabelle Welton, and is based in Zurich.

Monika Schulze moved into the role from Zurich in Germany, where she has been Chief Marketing Officer since 2008. In this role she took the lead in driving customer centricity and developing digital assets, including the launch of a successful social media platform. She joined Zurich from Unilever in May 2008, where she worked in senior positions in several countries as well as on a global level. In her function as Global Vice President for the brand “Knorr” she was responsible for the US, Canada, Japan and Europe. Monika Schulze holds a degree of business administration from Hamburg University.

Further information

To get instant access to Zurich’s news releases, calendar and other corporate publications on your iPad, iPhone or Android phone please go to your App Store and get the free [Zurich Investors and Media App](#).

For broadcast-standard and streaming-quality video and/or high resolution pictures supporting this news release, please visit our [Multimedia Pressroom](#).



Zurich Insurance Group (Zurich) is a leading multi-line insurance provider with a global network of subsidiaries and offices in Europe, North America, Latin America, Asia-Pacific and the Middle East as well as other markets. It offers a wide range of general insurance and life insurance products and services for individuals, small businesses, mid-sized and large companies as well as multinational corporations. Zurich employs about 60,000 people serving customers in more than 170 countries. The Group, formerly known as Zurich Financial Services Group, is headquartered in Zurich, Switzerland, where it was founded in 1872. The holding company, Zurich Insurance Group Ltd (ZURN), is listed on the SIX Swiss Exchange and has a level I American Depositary Receipt (ZURVY) program which is traded over-the-counter on OTCQX. Further information about Zurich is available at www.zurich.com.

Contact

Zurich Insurance Group Ltd
Mythenquai 2, 8022 Zurich, Switzerland
www.zurich.com
SIX Swiss Exchange/SMI: ZURN, Valor: 001107539

Media Relations

phone +41 (0)44 625 21 00, fax +41 (0)44 625 26 41
twitter [@Zurich](https://twitter.com/Zurich)
media@zurich.com