

Media release

Zurich Airport, 4 June 2021

Personnel

Stefan Vasic named new Head of Marketing at SWISS

Stefan Vasic has been appointed as SWISS's new Head of Marketing. He will take up his new duties on 1 July. Vasic is presently the company's Head of Sponsoring & Events, Social Media and Tourism Partnerships.

Swiss International Air Lines (SWISS) has appointed Stefan Vasic (34) as its new Head of Marketing. In his new function, which he will assume on 1 July, Vasic will be responsible for SWISS's marketing communications in Switzerland and for implementing all marketing actions within the overall framework of the Lufthansa Group's global marketing strategy. He will report to Head of SWISS Brand Experience Caroline Drischel, who took up her new position in charge of the amalgamated departments of Brand Management & Marketing Communication and Product Management, with overall responsibility for the customer experience throughout the travel chain, on 1 February.

Stefan Vasic has held a range of positions at SWISS since 2007. He is presently Head of Sponsoring & Events, Social Media and Tourism Partnerships, with responsibility for the SWISS sponsorship portfolio, partner management, event logistics, newsletter marketing and social media strategy. Prior to this he served as a SWISS media spokesperson for a number of years.

"With his broad and lengthy communications experience, Stefan Vasic is the ideal appointee to this demanding position," says SWISS Chief Commercial Officer Tamur Goudarzi Pour. "I am convinced that with his keen commitment and his extensive expertise, Stefan will take our SWISS marketing in new directions. I look forward to working with him, and I wish him every satisfaction and success in his new capacity."

A native of Switzerland, Stefan Vasic holds a Master of Science degree in Corporate Communications from Erasmus University Rotterdam.

Bernhard Christen, who has led SWISS's national and international marketing for the past eight years, will be devoting himself to new professional challenges. "I would like to offer Bernhard my deepest thanks for his many years of service and dedication," Goudarzi Pour continues. "With his profound marketing knowledge and his pronounced customer focus, Bernhard has tangibly strengthened our positioning of SWISS as a premium carrier. And together with his team, he has played a key part in making our company one of Europe's most successful airlines."

Swiss International Air Lines (SWISS) is Switzerland's largest airline. Operating one of Europe's youngest and most fuel-efficient aircraft fleets, SWISS provides direct flights from Zurich and Geneva that keep Switzerland connected with Europe and the world. Its Swiss WorldCargo division further offers an extensive range of airport-to-airport airfreight services for high-value and care-intensive consignments. As The Airline of Switzerland, SWISS embodies its home country's traditional values, and is committed to delivering the highest product and service quality. SWISS is part of the Lufthansa Group, and is also a member of Star Alliance, the world's biggest airline network.

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