

lemongrass communications

Media release

Susanne Mühlemann to join Lemongrass Communications as a partner

Zurich, 20 November 2024 – **Susanne Mühlemann is joining the Zurich-based strategic communications agency Lemongrass Communications as a partner and co-owner. Susanne, who most recently served as Head of Communications at the Swiss National Bank and has extensive leadership experience in journalism and corporate communications, will be an ideal addition to the agency, which will be celebrating its 20th anniversary in 2025.**

Susanne, who was Head of Communications at the Swiss National Bank (SNB) until June 2024, will be joining Lemongrass Communications as a partner effective 1 January 2025. In her new role, Susanne's main areas of focus will include positioning and reputation management for companies and individuals, crisis communication, and helping organizations set up internal and external communications functions.

In addition to her 15 years of experience in business journalism, Susanne also has 15 years of communications experience in the private and public sectors. During the course of her career in corporate communications, she has supported a number of high-profile Swiss institutions and managers that faced challenging situations.

From 2017 to 2024, Susanne was Head of Communications at the SNB. During that time, which was characterized by crises and major monetary policy challenges, she was instrumental in developing and realigning its internal and external communications function. Prior to that, she was responsible for strategic communications at UBS Switzerland. From 2010 to 2014, Susanne was Head of Media Relations & Internal Communication at Swiss International Airlines. In her roles at the airline and in the financial industry, she was responsible for crisis communications, and supported change management processes as well as major projects.

Susanne started her professional career as a business journalist and worked at several highly regarded media outlets over a period of 15 years. She held leading business and media reporting positions at Tages-Anzeiger, Aargauer Zeitung, Bilanz and Sonntagsblick, including Deputy Editor-in-Chief of Sonntagsblick. Susanne studied political science at the University of St. Gallen and graduated with a master's degree in international relations.

Lemongrass – independent communications advice since 2005

In the 20 years since its foundation, Lemongrass Communications has established itself as a leading independent advisory boutique offering comprehensive communications and management expertise. It specializes in corporate communications and reputation management, capital markets and transaction communications, issues and crisis management/litigation PR, employee engagement and sustainability, sponsorship and project consultancy as well as moderation and speechwriting. Lemongrass Communications' clients include listed and private companies from a wide range of sectors in Switzerland and abroad, companies in crisis and turnaround situations, sponsors and organizers of

sporting, cultural and economic events, non-profit organizations as well as high-profile individuals working in business, politics and the arts.

As a new partner of the agency, Susanne Mühlemann will join Lemongrass Communications' existing partners Karin Rhomberg, Cornelia Schmid, Peter Hartmeier, Hans-Peter Wäfler, Andreas Hildenbrand, Caroline Scherb and Stephan Howeg.

For more information, go to [Lemongrass Communications](#).

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