

A close-up portrait of Markus Bettler, a man with glasses and a beard, smiling. The image is partially obscured by the text overlay.

Markus Bettler: Neuer Managing Director Clients bei MediaCom Schweiz

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Markus Bettler ist seit Anfang März 2020 der neue Managing Director Clients bei MediaCom in Zürich. Er übernimmt seine Funktion von Benjamin Moser, der inzwischen als CEO der Agentur fungiert.

Markus can look back on many years of management experience on the agency and customer side and was most recently involved in setting up the travel startup Yakondi.com, which he co-founded. At the same time as the company was founded, he completed his executive MBA in business engineering with a focus on business innovation and digital transformation at the University of St. Gallen. Before that, he was Managing Director at OMD Switzerland for many years and was responsible for marketing within the Migros Group in the area of specialist stores and interior furniture stores.

Markus Bettler, together with the existing team, will take care of the development of

customer relationships and set new priorities in holistic advice and interdisciplinary cooperation. “The media use of the Swiss is subject to continuous change. Data-driven media strategies help us to set the right accents. My understanding is to orchestrate the media channels relevant to the target group intelligently and measurably and to create groundbreaking added value for our customers. “

Statement by Benjamin Moser: Markus ideally complements our strong team with his skills. His wealth of experience, coupled with his MBA-acquired know-how, are of great added value and contribute to our positioning to generate communication-driven growth for our customers with innovative approaches.

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