

## Contact

[www.linkedin.com/in/clarissa-haller](https://www.linkedin.com/in/clarissa-haller)  
(LinkedIn)

## Top Skills

Corporate Communications  
Crisis Communications  
Digital Communication

## Languages

German (Native or Bilingual)  
French (Elementary)  
English (Full Professional)

## Certifications

Business Sustainability Management

# Clarissa Haller

Chief Communications Officer | Executive Global Communications  
| Digitalisation & Transformation | Reputation Management |  
Sustainability  
Germany

## Summary

My field of choice: corporate communications. This passion is grounded in communications' transformational strength, the significance of nuance and the expansive reach of each topic. Equally important is my ambition for leading and mentoring as I shape teams that merge high performance with pleasure.

I am deeply convinced of the essential role communications must play for a company to ensure a realistic, secure, and sustainable corporate positioning in today's business world – a world so rapidly influenced, dare I say dominated, by the power of digital communication at every level of society.

I harness this power and steer it intelligently – and with maximum freedom. I engage with clarity, boldness, and finesse.

It is neither the high-profile brand, position, nor level that inspires me and keeps me moving forward. Instead, my mind and spirit – innately open and curious – are energized by the task itself, the chance to build up and establish something new and better.

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## Experience

### Siemens

Head of Group Communications (bis April 2021)

July 2016 - Present (5 years 10 months)

München, Bayern, Deutschland

Responsible for External Communications (incl. Issue & Crisis Comms, Public Relations), Executive Comms, Marketing Comms, Employee Engagement, Content (Newsroom, Influencer Engagement), Digital Comms (Analytics, AI Solutions, Internal & External Platforms, User Experience), Thought Leadership, Branding, Fairs & Events, and Operational Excellence (Financial Planning, Vendor Management, People Development), as well as Culture & Sponsoring.

Highlight: Transformed the culture of the communications function from an agency-dependent, introverted, and hierarchical group of individuals focused on analog control into a pro-active, self-competent, agile, and digital-oriented team.

## Credit Suisse

Head of Corporate Communications

June 2014 - November 2015 (1 year 6 months)

Responsible for External Communications, Business & Product Communications, Internal Communications, Editorial, and Digital Communications /Social Media.

Highlight: Cultivated a new mindset within the comms team, enabling active engagement with its stakeholders and a parallel exit from the ivory tower mentality.

## ABB

Head of Group Communications

2006 - May 2014 (8 years)

Zurich, Switzerland

Responsible for External Communications, Business & Product Communications, Internal Communications, Branding, Editorial, and Digital Communications/Social Media.

Highlight: Drove pioneer activities at the juncture of digitization and communication, inspiring a spirit of openness and excitement across the team for the journey.

## Roche Diagnostics

Head of Communications

2001 - 2006 (5 years)

Basel, Switzerland

Responsible for Media Relations, Product Communications, Internal Communications, and PR. Played key role as member of the Executive Committee Diagnostics.

Highlight: Expanded the role and influence of Diagnostics as a developer of highly effective, patient-specific medications in the context of the Roche re-positioning.

## Bahlsen

Head of Corporate Communications

1995 - 2001 (6 years)

Hannover, Germany

Responsible for Media Relations, Product Communications, Internal Communications, Electronic Media, and Public Relations.

Highlight: Recognized and embraced the potential of the new world of Internet, overcoming internal obstacles to enable the company's strong launch into the digital age.

Daimler Benz Aerospace AG

Head of Public Relations

1993 - 1995 (2 years)

Munich, Germany

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## Education

University of Cambridge

Sustainable Leadership

Ludwig-Maximilians Universität München

Master's Degree, German Literature; History of Arts; American History and Culture · (1986 - 1993)