



# KORNFELD

Communication & change consultancy

## Executive Summary



**Sebastian Drews**

*CEO (Founder)*

*Master of Communication Science  
and Journalism, Berlin (DE)  
MBA, Warwick (UK)*



### Kornfeld GmbH

Bächlerweg 13  
8802 Kilchberg ZH  
Switzerland



sebastian.drews@daskornfeld.com  
www.daskornfeld.com



mobile +41 78 711 25 76

## Focus Areas

### Communication & Consulting

- Communication leadership and ad interim management
- Digital communication consulting for large multinational and national clients
- Content creation (presentations, videos, articles)

### Change Management

- Digital business transformation
- Introducing and developing agility, collaboration and flexibility in medium to large organizations (national and international)

### Strategy Development

- Digital transformation and communication strategies
- Employee engagement strategies

## Education

- Technische Universität Berlin, Master of Communications, 2004
- Freie Universität Berlin, Master of Journalism, 2004
- German Public Relations Association DPRG, PR Consultant, 2006
- University of Warwick (UK), Master of Business and Administration, 2011 (graduated with distinction)
- Neuwaldegg Change Campus, Core Competence Change, 2020

## Languages

- German (fluent)
- English (fluent)
- French (fluent)

Date of Birth: 3.4.1977

Nationality: German



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## Experience

2017 (current position)

CEO (Founder), Kornfeld GmbH

- Change management strategy development and execution for large national and international organizations.
- Communication consulting for small and medium businesses.
- Lecturer for Digital Business Management and Corporate Communication at FH Graubünden, Chur

2015 – 2017

Sr. Communications Manager, Swiss Re Management Ltd.

- Communication lead for the Campus Mythenquai project.
- Global Communications Manager for Group Operations, divisional communication planning, development and implementation of global communication concepts.
- Communication Business Partner for the Corporate Real Estate Division.

2014 – 2015

Head of Corporate Communication, Raiffeisen Group

- Leading media relations, CEO support and internal communication.
- Creation and implementation of a new internal communication strategy for the group, including over 300 independent banks.
- Communication partner for the new core banking platform implementation project.
- Leading communication for the group strategy revision.

2012 – 2014

Principal Consultant, Namics AG

- Various digital communication and marketing consulting projects. E.g. consulting lead for Barry Callebaut's first online annual report 2012/2013 and corporate web portal relaunch in 2015.
- Conception and launch of the brand 'Namics13' – the new digital communication consultancy of Namics AG, a leading Swiss web service provider.
- Leading Marketing & Communication for Namics13.



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2011 – 2012

## Head of Workforce & Field Enablement, IBM Austria and Switzerland

- Leading internal communications and sales enablement in Austria and Switzerland.
- Supervision of classic print, social media and video content creation for international, integrated communication campaigns.

2006 – 2011

## Sr. Communications Consultant, IBM Switzerland Ltd.

- Development, implementation and execution of employee and media relations strategies and programs.
- Local roll-out for global PR campaigns.
- Plan and control local media relations budget.
- Executive PR consulting and ghostwriting.

2005 – 2006

## Communications Trainee, IBM Research and Development (DE)

- Development and production of the IBM R&D podcast for Germany.
- Media relations for IBM R&D presence at CeBIT tradeshow.
- Public relations for IBM's top talent internship program Extreme Blue.

1999 – 2004

## Journalist, Südwestrundfunk (DE)

- Production of broadcast programs.
- Editing, presenting and producing of radio broadcast and online content.
- News anchor.
- Setting up and leading an editorial branch office.