

## **Kristina Hammer**

Dr. jur. Kristina Hammer has been the owner of the strategic brand consultancy HammerSolutions in Zurich for more than ten years. She is also active as an external board member. She previously held international operative management positions in Germany, England and Austria for fifteen years. Her company supports decision-makers in building and repositioning brands and designs external and internal communication strategies. In addition, she has been a board member of Stöckli Swiss Sports AG and an advisor to the s.Oliver Group and MagnWall. As an executive and business coach, Kristina Hammer advises clients on leadership, change management and personal branding. She is a visiting lecturer at the St. Gallen University and the ETH in Zurich.

Since 2019 she has served as a board member of the Friends of the Zurich Opera, where she is responsible for marketing and communication. Every year, she sponsors a member of the International Opera Studio Zurich.

In her early career, Kristina Hammer worked for the Gerngross AG (1996-2000), the largest department store chain in Austria at the time. She was in charge of concept development and later also managing director for "Steffls", Vienna's most prestigious luxury department store. From 2000 onward, she spent seven years in England working in a senior position for the Premier Automotive Group (Aston Martin, Jaguar, Land Rover, Volvo), then also worked for the parent company Ford starting in 2006, where she was responsible for brand communication and visualization of the premium brands. She then headed the global marketing communications team at Mercedes-Benz in Stuttgart from 2007 to 2009.

Kristina Hammer studied law in Mainz (as well as business administration up to the first intermediate diploma), then passed the German bar exam and earned a doctorate degree "summa cum laude" in European business law at the Vienna University. She completed her education by working for the European Court of Justice and publishing a legal textbook on the free movement of goods in the European Union. For the past ten years Kristina Hammer has been living in Herrliberg, Switzerland, with her husband and her two children.