



5. Dozierende

Name	Funktion	Firma	Profile
Biller Jan	Business Owner Online Support	Swisscom (Schweiz) AG, Liebefeld	Xing , @Mr_B_77
Graf Sandro	Leiter Service Lab Dozent für Marketing	ZHAW School of Management and Law, Winterthur	Xing , @SandroGraf
Gerber Nicole	Beraterin Online Marketing	Kargo Kommunikation GmbH , Bern	Xing , @nicolissa
Isenschmid Christoph	Head e-Communication Channels	Swiss Reinsurance Company Ltd., Zürich	Xing , @chisenschmid
Jastrowski Wolfgang	Head IT Comm, Legal, KR & Group Strategy	Swiss Reinsurance Company Ltd., Zürich	Xing , @jaschi42
Lardi Kamales	Managing Partner	Lardi & Partner Consulting GmbH, Lachen	Xing , @KamLardi
Ledergerber Armin	wissenschaftlicher Mitarbeiter	ZHAW School of Management and Law, Winterthur	Xing , @armlad
Lucco Andreas, Dr.	Leiter Fachstelle Integrierte Kommunikation Dozent für Marketing	ZHAW School of Management and Law, Winterthur	Xing , @AndreasLucco
Mecenero Gaetano	Senior Social Media Manager	AXA Winterthur, Winterthur	Xing , @sektormann
Müry Erni Barbara	Head of Social Media Management	Switzerland Global Enterprise, Zürich	Xing , @bmuery



Name	Funktion	Firma	Profile
Polzin Malte	Senior Consultant / Partner	Carpathia Consulting GmbH, Zürich	Xing , @Mpolzin
Pichel Kerstin, Dr.	Dozentin für Strategisches Management	ZHAW School of Management and Law, Winterthur	Xing
Schwede Mike	Consultant	Schwede + Schwede GmbH, Biel	Xing , @mikeschwede
Schwenninger Marc, Dr.	Dozent für Wirtschaftsrecht	ZHAW School of Management and Law, Winterthur	Xing
Seiler Roger, Dr.	wissenschaftlicher Mitarbeiter	ZHAW School of Management and Law, Winterthur	Xing , @drs_zh
Steinmann Cary, Prof. Dr.	Dozent für Marketing	ZHAW School of Management and Law, Winterthur	Xing , @stca_zhaw
Tschallener Roger	Digital Strategy Consultant	Webrepublic AG, Zürich	Xing , @__roger

Änderungen vorbehalten.