



Susanne Mueller Zantop

Chairwoman at CEO Positions AG
Founder of CFCC – CEO Future Communications Community

Susanne Mueller Zantop, former journalist and Gartner technology analyst, is a leading communications entrepreneur and commentator focused on CEO communication and technology. Mueller Zantop is currently working on building an international community of digital CEOs who shape the future of social CEO communication.

After graduating from the University of Regensburg in computer science and linguistics, Susanne joined IBM as one of the first female sales representatives for large systems. Later she left to build a technology analyst company at the age of 24, which she sold 12 years later to Gartner. She joined Siemens AG in 1998, where she initiated the mobile venture "The Leonie Project" that envisioned mobile phone technology for child protection devices. Later, she returned as Investor Relations executive responsible for key messages in the Mobile Division, followed by a position as Global EVP Marketing and Communications for Adecco SA. After an Executive MBA degree at the University of St. Gallen in Switzerland, her current venture, CEO Positions AG, was founded in early 2006 in Zurich, where she currently lives. Her main hobbies are skiing and mountaineering. She has climbed Mont Blanc, Kilimanjaro, Elbrus and Aconcagua (to 6'500 m). Mueller Zantop is active at CEO Positions AG, where she serves as chairwoman and main shareholder.

CEO Positions AG is a consulting and production company for CEO strategy communication. Customers are global brands in energy, finance, IT and telecommunications. The company name highlights that the CEO is the key medium to embody the company strategy.

In 2012 she founded the CFCC – CEO Future Communications Community - a research initiative that aims to collect and analyze all attainable knowledge about digital leadership and communication, in order to provide members with fresh ideas and actionable advice about CEO communication in the 21st century.

Susanne has served as non-executive director on the boards of 2 technology firms in Germany and was active as mentor for young female executives while employed by Siemens AG.