



# Susanne Mueller Zantop

Positioning Expert  
Specialized in  
Onboarding communication,  
strategic change,  
Reputation management

## Brief introduction

Susanne Mueller Zantop is a consultant for the positioning of companies (or divisions) in cooperation with executive board members and management teams, predominantly in technological and engineering-driven industries. Attention, understanding and trust in a corporate strategy as well as its clear differentiation are essential for business success.

The communicative identity of the leader is the basis for the smart personalization of strategic messages. With Susanne's tools you develop the connection between your inner career vision and the corporate strategy. From this comes energy, impact and value. CEOs who have worked with this method show a significantly higher retention rate in their position (7.48 vs. approx. 4.5 years).

Her special focus is on communication and preparation of strategic personal messages in digital channels, hybrid appearances, social media and video.

In cooperation with other specialists, a comprehensive range of services can be put together for the executive, which meets the highest international standards and accompanies and promotes your international career.

## Exemplary customer projects

- CEO Onboarding for Helvetia Group AG, Insurance
- CEO Onboarding AMAG AG, Europe's largest automobile dealer
- CEO positioning especially towards business customers Vodafone UK
- CEO Positioning and Vision Development WorldQuant LLC
- Co-CEO positioning accompanying the scale-up of Climeworks AG
- GL Team Security Group Communication 'Build Back Better' after Crisis

## Areas of expertise

- Vision Board (personal and corporate vision)
- Communicative Identity Assessment
- C-Score Media Visibility Benchmark
- Strategic communication roadmap
- Training for hybrid and video/TV appearances
- Optimal and efficient social media communication

## Levels of customers

- Top management (Level A and B+)
- Corporations and listed medium-sized companies

## Languages

- German
- English

## Industry experience

- IT and telecommunications
- Electromobility, Future Mobility
- Energy and CO2, Carbon Markets
- Quantitative Finance

## International experience

- 15 years of management experience in large international corporations (Gartner, Siemens, Adecco)
- Foreign assignments (UK, USA, Switzerland, Germany)
- EMBA University of St.Gallen (HSG)

## Professional stations

- IBM Sales Large Systems Düsseldorf
- Foundation of MZ Institute for trend research in the IT sector, sale to Gartner USA
- Gartner Analyst, responsible for the IT Executive Program in DACH
- Siemens AG, Executive Management Mobile Group, responsible for Innovation and Investor Relations
- Foundation of CEO Positions AG 2006 in Zurich

## Awards

- Best Corporate Reputation Management Consultancy Europe 2020 and 2021 by AI Magazine

## Education and training

- Three-year coaching training with Drs. Boudewijn Vermeulen, Munich