

# Management Structure

## Board of Directors and Executive Board / Management

The Board of Directors and the Executive Board, i.e. the management, of MCH Group Ltd. and the operating companies in which it has a direct 100 % holding (March 2021):

### MCH Group Ltd.

#### **Board of Directors**

- Dr. Ulrich Vischer, Chairman
- Christoph Brutschin, Vice Chairman
- Markus Breitenmoser
- Hans-Kristian Hoejsgaard
- Dr. Balz Hösly
- Dr. Dagmar Maria Kamber Borens
- Eleni Lionaki
- James R. Murdoch
- Jeffrey Palker
- Andreas Widmer

Details of the members of the Board of Directors:  
[Annual Report | Board of Directors](#)

#### **Executive Board**

- Beat Zwahlen, Group Chief Executive Officer (Group CEO)
- Michael Hüsler, Group Chief Financial Officer (Group CFO)
- Andreas Eggimann, Chief Digital & Information Officer (CDIO)
- Florian Faber, Chief Executive Officer (CEO) Live Marketing Solutions
- Marc Spiegler, Global Director Art Basel

Details of the members of the Executive Board:  
[Annual Report | Executive Board](#)

### MCH Swiss Exhibition (Basel) Ltd.

#### **Board of Directors**

- Beat Zwahlen, Chairman
- Michael Hüsler, Vice-Chairman

### **Management**

- Beat Zwahlen, Group Chief Executive Officer (Group CEO)
- Michael Hüsler, Group Chief Financial Officer (Group CFO)

## MCH Swiss Exhibition (Zurich) Ltd.

### **Board of Directors**

- Beat Zwahlen, Chairman
- Michael Hüsler, Vice-Chairman

### **Management**

- Beat Zwahlen, Group Chief Executive Officer (Group CEO)
- Michael Hüsler, Group Chief Financial Officer (Group CFO)

## MCH Beaulieu Lausanne SA

### **Board of Directors**

- Beat Zwahlen, Chairman
- Michael Hüsler
- Jonas Scharf

### **Management**

- Beat Zwahlen, Group Chief Executive Officer (Group CEO)
- Michael Hüsler, Group Chief Financial Officer (Group CFO)

## MCH Live Marketing Solutions AG

### **Board of Directors**

- Beat Zwahlen, Chairman
- Florian Faber, Delegate
- Michael Hüsler

### **Management**

- Frank Marreau, Managing Director Expomobilia
- Andreas Hartmann, CFO
- Ties Hendriks, Managing Director MCH Global
- Kathrin Morlock, Head Organisational Development & HR

## MC<sup>2</sup> Group

### **Board of Directors**

- Florian Faber, President
- Beat Zwahlen

### **Management**

- Richard McAdam, CEO
- Paul Chartier, CFO

# Management Structure

The organization focused on the implementation of the corporate strategy (March 2021):

## Art & Art Related Industries

Marc Spiegler  
Member of the Executive Board | Global Director Art Basel  
Reports to Group CEO

- Art Basel Global  
Marc Spiegler
- Masterpiece Global  
Lucie Kitchener

## Watch | Jewellery | Gems

Michel Loris-Melikoff  
Managing Director Watch | Jewellery | Gems  
Reports to Group CEO

- HourUniverse  
Michel Loris-Melikoff

## Swiss Events

Roman Imgrüth  
Managing Director Swiss Events  
Reports to Group CEO

- Construction  
Theresia Saner
- Hospitality  
Judith Krepper
- Education  
Encarnación Dellai
- Life Science  
Vacant
- B2B  
Karin Sonderegger

# Live Marketing Solutions

Florian Faber

Member of the Executive Board | CEO Live Marketing Solutions

Reports to Group CEO

- MCH LMS Switzerland  
Frank Marreau, Managing Director Expomobilia | Head of Region Switzerland
- MCH LMS Germany  
Jens Falkenburg, Head of Region Germany | Managing Director MC<sup>2</sup> Europe
- MCH LMS UAE  
Ties Hendricks, Head of Region UAE | Managing Director MCH Global
- MCH LMS China  
Yvonne Neddo, Head of Regions Hong Kong and Shanghai
- MCH LMS USA  
Richard McAdam, Head of Region USA | Managing Director MC<sup>2</sup>

## Venues

Jonas Scharf

Managing Director Venues

Reports to Group CFO

- Customer Relations  
Jonas Scharf
- Customer Services  
Philippe Hutmacher
- Building & Operation  
Stephan Müller
- Ticketing & Cash  
Marc Grünenwald

## Digital & Information

Andreas Eggimann

Member of the Executive Board | CDIO

Reports to Group CEO

- Digital Solutions & ICT  
Nicolas Kaufmann
- New Digital Business Models  
Vacant
- Data / CRM  
Philipp Klett

# Innovation & Business Development

Birgit Rieder  
Head of Innovation & Business Development  
Reports to Group CEO

- New Ecosystems  
Birgit Rieder
- Innovation Officer  
Tassilo von Schönberg
- Director Strategic Marketing & Market Insights  
Clara Wiegel
- Business Development  
Vacant

# Corporate Finance

Michael Hüsler  
Member of the Executive Board | CFO  
Reports to Group CEO

- Corporate Finance  
Dirk Leuenberger
- Corporate Procurement  
Marie-Laure Jadama

# Corporate Functions

Report to Group CEO

- Group Legal Department  
Philipp Schlienger Cox
- Corporate Risk Management & Compliance  
Olivier Balmat
- Corporate HR  
Andreas Gnepf
- Corporate Communications  
Christian Jecker
- Internal Communications  
Kathrin Ebner