



Reto Burkhardt, 31.7.1968

Weststrasse 4, 3074 Muri

Mobile +41 79 285 51 01

burkhardtreto@gmail.com

Title

Master of Business Administration (EMBA) in International Management, 2013; Swiss Certified PR Consultant, 2003; Lic. phil. nat. Diploma in Geography, 1999; Various other certifications.

Family Situation

Married to Arlette Burkhardt, two daughters: Lisa and Sara

Specialties

- Strategic corporate communications (internal and external)
- Change and crisis management
- Digital transformation
- Stakeholder management and media relations
- Leadership and team development
- Public affairs and lobbying
- Corporate branding

Reto Burkhardt

Highly experienced leadership and communication expert with a strong background in strategic corporate management, change and crisis management and digital transformation. Successfully leads interdisciplinary teams in dynamic industries, leveraging profound expertise in stakeholder management, public affairs, and brand leadership. Highly adaptable, analytical, and networked, with a proven track record of turning strategies into impactful actions.

Roles and Networks

- General management and team leadership
- Establishing corporate communications
- Head of corporate communications (internal and external), social media, process digitalization
- Political campaigns and opinion-shaping processes
- Corporate vision and organizational development
- Networks in public relations, public affairs, advertising, communications, national and cantonal politics, national and regional associations, agriculture
- Brand management for Swiss Milk Producers SMP, Swissmilk, Swissmilk Green, and aaremilch AG

Engagements and Positions.

- Authorized signatory in various roles (aaremilch AG, Swiss Milk Producers SMP, Stiftung Pausenmilch, Energie Burgholz AG, Naturparkkäserei AG)
- Auditor for various national and local associations
- Member of strategic advisory groups for political and advertising campaigns
- Longtime member of the Swiss Agricultural Journalists' Association (SAJ)
- Member of the think tank EquiScope
- Vice President of the Central Swiss Equestrian and Horse Sports Association (ZKV)
- Former President of the Muri-Worb Riding Club

Education and Training

- 2023: Advanced training in the Fribourg Management Model, VMI Fribourg
- 2022: Advanced training in strategic leadership in NPOs
- 2020: Advanced training in political campaigning: lobbying, media work, and mobilization
- 2013: Study trip to India on intercultural management using IT sourcing as an example
- 2012: Research stay in China (Shanghai), on behalf of Sputnik AG / Solarmax in Biel, to conduct a market entry study for solar inverters in China
- 2011–2013: Master of Business Administration (EMBA) in International Business Development, Bern University of Applied Sciences (completed May 2013)
- 2008–2012: Various further training courses: CAS Systemic Project Management, CAS International Business Development, CAS Marketing, practical writing
- 2005/2007: Leadership seminars 1 and 2, Swiss Federal Office of Personnel, focus on leadership and change management
- 2001–2003: Swiss Certified PR Consultant at the Swiss PR Institute (SPRI)
- 1999–2000: Attainment of the federally recognized hospitality diploma
- February 1999: Lic. phil. nat. in Geography
- 1997–1998: Four-month research stay in Kenya on tourism in developing countries (Master's thesis)
- 1994: One-month research stay in La Grande Motte (France) on the development of a tourism infrastructure with 100,000 beds
- 1991–1999: Studied Geography at the University of Bern (specialization in cultural geography, focus on tourism in developing countries; minor in political science)
- 1985–1990: Teacher's training at Lehrerseminar Muristalden, Bern

Languages

- German: native language
- French: fluent
- English: fluent
- Italian: good

Professional Experience

CEO aaremilch AG - March 2024 – 2025

- Responsible for the entire capital-intensive milk trade (procurement and sales) for 190 million kg of milk produced by around 1,500 farms (organized in 10 local organizations).
- Managed the office with 8 employees.
- Represented the interests of the aaremilch producers to the national umbrella association.
- Maintained a corresponding national network.

Head of Corporate Communication / Spokesperson Swiss Milk Producers SMP: October 2015 – February 2024

- Led the corporate communications and translation team, aligning the communications strategy with strategic priorities through an integrated communications concept.
- Responsible for digitizing the corporate communications, including online presence and targeted use of social media.
- Provided communications consulting to the President and Director.
- Developed the new corporate vision and strategy.
- Represented the organization in alliance groups during national political campaigns.
- Focus on brand management, political and marketing messaging, public image, and revitalization of corporate culture and professionalization of communications, politics, and media work.

Communicationsconsultant / Spokesperson / Head of Corporate Communication Agroscope: February 2013 – September 2015

- Personal advisor to the CEO of Agroscope during the merger of three research institutes into one unified structure.
- Change communications.
- Adapted the communications strategy and all corporate communications to the new structure.
- Member of the new management team and led the communications team of 20 people at seven sites across Switzerland's language regions. Goal: ensure optimal performance despite the challenges of the new structure.

Head of Communications and Marketing, Agroscope Liebefeld-Posieux ALP / SNG – January 2009 – January 2013.

- Member of the ALP-SNG management team.
- Built, organized, and led a communications team of 20 employees at three sites, organized into teams for corporate communications, publications/electronic media, and visual identity/reception. Responsible for brand development and maintenance for two brands (Agroscope and SNG).
- Advised the Director on all aspects of corporate communications and provided communications support to specialized departments for knowledge transfer.
- Led various change projects (mergers, collaborations, and network formations).

Head of PR Group and Spokesperson, Agroscope Liebefeld-Posieux – September 2003 – December 2008.

Led a team of up to six employees. Classical PR and marketing activities, documentation, intranet and

internet presence, and graphic services. Further developed the communications department, managed events and trade show appearances, and developed and maintained the Agroscope umbrella brand.

PR Officer and Deputy Communications Officer — January 2002 – August 2003.

Employed by the research institutes for “Dairy Farming FAM” and “Livestock RAP.” Delegate in the communications working group of the swiss agricultural research unit. Built a joint communications department for both organizations. Managed events and trade show appearances.

Event Manager — October 2000 – December 2001

Event manager for the “100-Year Anniversary of FAM and RAP” project. Temporary role as PR officer for the Swiss Federal Research Institute for Dairy Farming FAM and the Swiss Federal Research Institute for Livestock RAP.

Managing Director and PR Manager, Art' Work AG — March 1999 – September 2000

Managed a Gastrobusiness with 20 employees. Handled public relations for five hospitality businesses.

PR Consultant on Mandate and Teacher — April 1992 – February 1999

Various part-time and substitute teaching positions at primary, secondary, and vocational schools in the canton of Bern. Consulting PR role for Art' Work Café AG, Bern, under a mandate. Created and implemented PR concepts.

Hobbies

Skiing

Cooking and dining

Horseback riding and pets: dogs, cats, turtles, horse

References

Relevant references available upon request.