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Personal Details

Married to Arlette Burkhardt, two daughters: Lisa and Sara

Core Competencies

- Strategic Corporate Communication
- Change and Crisis Management
- Corporate Culture
- Digital Transformation
- Stakeholder Management
- Media Relations and Spokesperson
- Leadership and Team Development
- Public Affairs and Lobbying
- Corporate Branding

Languages

- German: Native
- French: Business Fluent
- English: Business Fluent
- Italian: Good

Introduction Video



[Reto Burkhardt](#)

Strategist, Communicator, Networker, Leader

«Communication is not an end in itself – it moves, connects, and shapes.»

Reto Burkhardt

EMBA in International Management, Federal Diploma as PR-Consultant, Master in Philosophiae Naturalis - Diploma in Geography

Experienced leadership and communications expert with strong management skills focused on strategic corporate communication, change and crisis management, and digital transformation. Successful leader of interdisciplinary teams in dynamic industries, combined with in-depth knowledge in stakeholder management, public affairs, and brand management. Highly adaptable, analytical, well-connected, and execution-oriented.

Relevant Experience

- CEO 2024 – 2025
- Head of Corporate Communications - 11 years
- Spokesperson - 11 years

Education

- Master of Business Administration EMBA in International Business Development
- Federal Diploma as a PR-Consultant
- Master in Philosophiae Naturalis (Diploma in Geography)
- Teacher

Various further training in

- Business Development
- Leadership of Non-Profit Organizations (Fribourg Management Model)
- Change-Management

Professional Experience



CEO aaremilch AG

March 2024 – September 2025

- Led the entire capital-intensive milk trading for 190 million kg of milk produced by about 1,500 farms organized in 10 local organizations.
- Managed the headquarters with 8 employees.
- Executive management of Naturpark Käserei Diemtigtal AG and Energie Burgholz AG.
- Responsible for representing the interests of aaremilch producers toward the umbrella organization.
- Maintained the relevant national network.



Head of Corporate Communications / Spokesperson, Swiss Milk Producers SMP:

October 2015 – February 2024

- Led the communications and translation team. Aligned the communication strategy with strategic action areas via an integral communication concept.
- Responsible for digitizing association communication, online presence, and target group-appropriate use of social media.
- Communication advisor to the president and director.
- Development of the new corporate vision and strategy.
- Representative in alliance groups for national political campaigns.
- Focus on brand management, political and marketing messaging, public appearance, renewal of corporate culture, and professionalization of communication, political, and media work.



Head of Corporate Communications / Communications Consultant / Spokesperson, Agroscope:

February 2013 – September 2015

- Personal advisor to the CEO during the merger of three federal research institutes into the single entity Agroscope.
- Change communication in the complex merger project.
- Adapted communication strategy to new structure by redesigning the entire corporate communication.
- Member of management and led a communication team of 20 employees across 7 sites in different Swiss language regions.



Head of Communications and Marketing, Agroscope Liebefeld-Posieux ALP / SNG:

January 2009 – January 2013

- Member of management ALP - Swiss National Stud SNG.
- Developed internal and external communication, led a team of 20 employees at three sites: Corporate Communication, Publications and Electronic Media, Visual Identity and Reception teams. Responsible for brand development and maintenance of two brands (Agroscope and SNG).
- CEO advisory in all corporate communication issues and knowledge transfer in specialized departments.
- Project management in various change projects (mergers, collaborations, network formation).



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



PR Officer and Deputy Communications Officer, Federal Agricultural Research Institutes for Dairy and Livestock (FAM and RAP)
January 2002 – August 2003



Event Manager, FAM and RAP
2000 – December 2001



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



PR Consultant (Mandate) and Teacher:
April 1992 – February 1999

Further Training Details

2023	Further training in the Fribourg Management Model, VMI Freiburg
2022	Training in strategic leadership in NPO
2020	Courses on political campaigning: Lobbying, media work, and mobilization
2013	Study trip to India on intercultural management with focus on IT sourcing
2012	Research stay in Shanghai, China on market entry strategy for solar inverters (commissioned by Sputnik AG / Solarmax)
2011 – 2013	MBA EMBA in International Business Development, Bern University of Applied Sciences (BFH)
2008 – 2012	Various courses (systemic project management, international business development, marketing, practical writing)
2005/2007	Management seminars 1 and 2, Swiss Federal Personnel Office: Leadership and change management
2001 – 2003	Federal Diploma as PR Consultant, Swiss PR Institute (SPRI)
1999 – 2000	Certified hospitality professional
Febr. 1999	Lic. Phil. Nat (Geography diploma)
1997 – 1998	Project-oriented research stay in Kenya on tourism in developing countries, Diploma thesis (Master)
1994	One-month research stay in La Grande Motte (France) on development of tourist infrastructure with 100,000 beds
1991 – 1999	Studies in Geography at University of Bern, specialization in cultural geography and tourism in developing countries, minor in political science
1985 – 1990	Teacher training seminar Muristalden, Bern

Availability

Available from October 1, 2025

References

Available upon request.

Networks

- Founder of the Communication Network for Agriculture with many relevant agricultural organizations
- Member of Clé de Berne: Network club in Public Relations and Public Affairs
- Large network of advertising agencies in Bern and Zurich
- Long-standing member of the Bern Public Relations Society (BPRG)
- Well connected in national and cantonal politics
- Extensive network in Swiss agricultural and food industry associations, locally and nationally
- Broad network among regional and national SMEs

Engagements

- Authorized signatory for various engagements (aaremilch AG, Swiss Milk Producers SMP, Foundation Pausenmilch, Energie Burgholz AG, Naturparkkäserei AG)
- Member of strategic advisory groups for political and advertising campaigns
- Auditor in several national and local associations
- Long-term member of the Swiss Association of Agricultural Journalists SAJ
- Member of the Think Tank EquiScope
- Vice President of the Central Swiss Cavalry and Equestrian Sports Association (ZKV)
- Volunteer engagement for ESAF 2028 (Swiss Federal Wrestling and Alpine Festival)
- Former President of the Riding Club Muri-Worb