

Raffael Payer

Born in 1981, Swiss national

Chief Marketing Officer (CMO) effective 1 October 2023



Professional background

2019 – 2023	Ghirardelli Chocolate Company (Lindt & Sprüngli Group), USA, since 2022 Vice President of Restaurant, Retail & E-Commerce, previously Vice President of Marketing
2016 – 2019	Lindt & Sprüngli, Russia, Marketing Director
2010 – 2016	Mars Switzerland Ltd, various marketing roles, most recently Key Account Manager

Education

2006 – 2008	Master of Arts in Strategy & International Management, University of St. Gallen (HSG)
2002 – 2005	Bachelor of Arts in Business Administration, University of St. Gallen (HSG)