



Interroll announces new Head of Communication

Sant'Antonino, Switzerland, December 2nd, 2024. Interroll is pleased to announce the appointment of Elisa Ranieri as its next Head of Communication. She started her new job on December 2nd, 2024 and will be responsible for internal and external communications.

A seasoned professional with over 20 years of experience in marketing and communication in international companies, Elisa Ranieri has covered leadership roles in several categories, spending the last years in the pharmaceutical sector in Switzerland.

Holding a degree in Scienze della Comunicazione from USI University in Lugano (2001), she started her career in Leo Burnett Italy as a strategic planner where she managed large consumer brands in FMCG, Personal Care, Automotive, etc..; she then continued her journey by joining the independent digital communications and media company Tonic International in Dubai (UAE). She returned to Europe joining forces with the Global Marketing team of the Australian-based pharma group SFI Health in its premises in Bioggio-Switzerland, as a Global Brand Manager. In this role, she managed B2B and B2C marketing and communication initiatives for many products, as well as Change Management and Corporate communication.

In her new role, Elisa will have the responsibility to lead all the communication of the group, streamlining the messages and supporting Interroll image and reputation worldwide.

"I believe communication is a crucial function with the ability to project an image both internally and externally. With Elisa, we have gained a person with the attitude and the experience that we require to take Interroll communication to the next level; I'm confident that she will play a pivotal role in helping us reinforce the relationship with our employees, our customers and the media all" says Group CEO Ingo Steinkrueger.

"I'm honored to take on the role of Head of Communication at Interroll. It is such a strong brand with the mantra of "Quality, Speed and Simplicity" grounded in the hearts and minds of all our customers as well as employees. I already feel part of the Interroll family and look forward to reaching new heights and achieving further success in our shared journey. Ultimately, together with all my colleagues, we will make the difference in shaping the future of Interroll" says Elisa Ranieri.

PRESS RELEASE



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