

Barbara Urfer Wyss *1969, CH
Zug

Summary

Barbara Urfer Wyss is founder and partner of gutundgut Ltd. based in Zurich and Rotterdam. She studied Hotel Management and has been working in the positioning of hotels and the launching of touristic projects in Switzerland and abroad for many years. Barbara does have extensive know-how about the specific needs of hotels and their co-operation with various partners in the hospitality and tourism industry.

Experience

2013 – present

Founder and Partner at gutundgut

gutundgut Ltd. develops and implements strategies and projects for tourism, leisure and culture. gutundgut has a multidimensional approach when designing, thinking and working. Architecture, tourism, culture and marketing communication complement each other in projects as well as in teams.

before **Swiss Hospitality Communications Ltd.**
Founder and manager of Swiss Hospitality Communications Ltd., a company specialised in hotel strategies and communications

Economic Promotion Office Zug
5 years at Economic Promotion Office, Canton of Zug, responsible for promotion of the Canton of Zug as a business location

Leading positions in first class hotels
10 years in leading positions in 4- and 5 star hotels in Switzerland and abroad, specialisation in marketing and communication

Education

Team Coaching Certificate, Weiterbildungsforum Luzern 2012
CAS Management Internal Communications/HR Communications,
Schweizerisches Public Relations Institut, spri, Zurich 2008
Project- and Product-Manager dipl. Oek., Graduate School of Business

Administration (GSBA), Zurich 2001 – 2002
Hotel Management Diploma SHV/VDH, Management Training Education by
Swiss Hotel Association, Bern 1997 – 1998
Diploma in Hotel Management, Hotel Management School Les Roches,
Wallis 1990 – 1992
Federal Commercial Diploma, Zug 1984 – 1988

Memberships and Voluntary Work

Member of Rotary Club Zug-Kolin since 2018
Board member of Hotel Management Association (VDH) 2010 – 2012
Member of Network of consultants, Swiss Hotel Association (SHV), 2009 - 2016
Member of Hotel Management Association (VDH/SHV) since 2008
President of Business & Professional Women Association (BPW), Zug 2008 – 2010
Founder/President of Circus for children/youngsters Grissini Zug since 2006
Member of the board of Radio srf idée suisse, Zug section 2002
Vice president/PR manager Hospitality Sales & Marketing Association
(HSMA) 1999 – 2000
Member of Business & Professional Woman (BPW), Chapter Switzerland 1996 - 2017

Languages

German Native proficiency
English Professional working proficiency
Italian Professional working proficiency
French Professional working proficiency
Spanish Level B1

Personal Interests

Jogging, Swimming, Cross-country skiing, Exercise in nature
Foreign languages, literature
Friends and family