**How did you start your career?**

I started working as Communications Officer for a new research initiative at ETH Zurich whilst finishing my master thesis.

**Why did you choose a career at Basler & Hofmann?**

After three years in academia, I wanted to get to know the private sector. The broad range of topics covered by Basler & Hofmann as an engineering company with 700 employees caught my interest.

**What is your current role/duties?**

As Corporate Communication Consultant I am responsible for the development of communications concepts, the production of content and the strategic distribution of content across all our channels.

**In your opinion, what are the qualities necessary for a successful career at Basler & Hofmann?**

You need to be an open-minded, self-motivated team-player who likes to be in exchange with others and is eager to push new ideas and innovation forward.

**What are USI’s positive features and qualities?**

I think it is of great value that everyone gains some basic economic knowledge in the first semester. I personally strongly appreciated the mixture between theory and applied work.

**What competences and/or skills acquired in your USI Study Program have been useful/are useful to your professional career?**

The ability to think strategically and the understanding for the complexities organisations are facing today. I appreciate the broad, strategic understanding of communications linked to topics such as organizational culture and development that is being taught at USI.

**What is your advice to USI students entering the job market?**

If you’re unsecure where you should be heading: try to talk to more experienced people, even if you don’t know them so far. People are usually willing to share their own experience. LinkedIn is great for this!

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