

Media release

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Michelle Roth appointed Head of Communication & Stakeholder Affairs

Michelle Roth (43) becomes the new Head of Communication & Stakeholder Affairs at Swissgrid. She will start her new role on 6 January 2020 and report directly to Chief Executive Officer Yves Zumwald. Michelle Roth will be responsible for all internal and external corporate communication, as well as relationships with Swissgrid's stakeholders.

In her new role, Michelle Roth is responsible for further developing Swissgrid's positioning in relation to all stakeholders. This includes public relations activities, internal communication, digital communication, public affairs, grid project communication and maintaining contacts with the energy industry.

Michelle Roth has an impressive track record and extensive management experience in various communication roles at companies in the energy sector and in the industry. From 2012 to 2019 she worked for ABB Switzerland, where she took over the role of Deputy Head Communication from October 2015 and Head of Communication from November 2016. In this role, she was responsible for internal and external communication, as well as the marketing communication of ABB's Swiss subsidiary. Prior to this, she spent four years at the Axpo Group, most recently as Head of Public Relations. In addition, Michelle Roth gained experience in political communication during her earlier employment at Interpharma.

Michelle Roth graduated from the University of Basel and holds a degree in German Studies, Communication and Media Studies and Sociology. She is succeeding Irene Fischbach, who made an outstanding contribution to further developing Swissgrid's positioning and who will be leaving the company at the end of the year to take time off and pursue development activities abroad.

For more information, visit media@swissgrid.ch or call +41 58 580 31 00.

Powering the future

Swissgrid is the national grid company. As the owner of Switzerland's extra-high-voltage grid, it is responsible for operating the grid safely and without discrimination and for maintaining, modernising and expanding the grid efficiently and with respect for the environment. Swissgrid has about 500 highly qualified people from 20 countries at its sites in Aarau, Prilly, Castione, Landquart, Laufenburg, Ostermundigen and Uznach. As a member of the European Network of Transmission System Operators for Electricity (ENTSO-E), it is also responsible for grid planning, system management and market design in the European exchange of electricity. The majority of Swissgrid's share capital is jointly held by various Swiss electricity companies.