



**Jürg Schmid**  
**CEO, Switzerland Tourism**

Jürg Schmid (born 1962, HWV degree in business management) has been Director of Switzerland Tourism since November 1, 1999. Switzerland Tourism is a public corporation founded to promote tourism demand for Switzerland as a holiday, travel and congress destination. Over 240 employees work for ST in 26 national representative offices across the globe.

Jürg Schmid previously spent six years with Oracle Corporation, the world's second largest software provider. As a member of the Oracle Switzerland executive management, he was responsible for sales and marketing. He was then appointed regional Sales and Marketing Director, with responsibility for northern, central and eastern Europe, the CIS countries, the Middle East, Near East and Africa.

Prior to that Jürg Schmid gained valuable professional experience with Hewlett-Packard and the Bank Vontobel.