



## Manuel Simonet

Consultant

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M.Sc. in Business Administration specialising in marketing (ZHAW)  
B.Sc. in Sports Management (FHGR)

Manuel Simonet's work focuses on advising public administrations, institutions and companies on economic policy and business management issues. He is also involved in regional development and tourism projects in the Canton of Graubünden and beyond – including destination and location strategies as well as the development of statistical dashboards. As part of the Graubünden Economic Forum, he is involved in strategic work, project development and the networking of key players from business, administration and politics.

Manuel Simonet has been working as a consultant at Hanser Consulting AG since 2024 and oversees the Graubünden branch in Chur. Before joining Hanser Consulting AG, he was an employee of the Liechtenstein National Administration in Vaduz, where he worked as a marketing specialist in the area of EU programmes while completing his part-time master's degree. During this time, he was able to gain practical knowledge in the development, implementation and measurement of marketing strategies in an international context.



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