

New candidates for the Board of Directors



Franziska Gsell

Franziska Gsell has been the Chief Marketing Officer (CMO) and a member of the Executive Committee at IWC Schaffhausen since 2015. In this role, she leads the “Product Strategy” as well as “Marketing & Communications” departments, overseeing the global brand strategy with over 80 experts at the headquarters in Schaffhausen and more than 100 marketing specialists across 75+ countries worldwide. Before joining IWC, she served as the CEO of the Swiss luxury brand Fogal. Prior to that, she gained experience as Marketing Director and Executive Committee Member at leading international Swiss companies in the food and beverage industry, including Lindt and Feldschlösschen/Carlsberg. Her career began in the fashion industry following her studies in business administration and marketing at the Zurich University of Applied Sciences. In addition to her role as CMO, Franziska Gsell is deeply committed to sustainability. For more than seven years, she has chaired the IWC Sustainability Committee and, since 2022, has also led the Sustainability Committee of Richemont's luxury watch division. Furthermore, she has been a non-executive member of the Board of Directors of the Kongresshaus Zurich and a member of the Board of Trustees of the Laureus Sport for Good Foundation Switzerland since 2022. Starting in early 2024, she joined the Global Advisory Board of Femella, an organization supporting young female professionals. Franziska Gsell is married and lives in Zurich with her husband and son.



Dr. Carsten Liesener

Dr. Carsten Liesener has been the CEO of Siemens Smart Infrastructure for Europe, the Middle East, and Africa since 2019. Over the past 10 years, he has held various global leadership positions within Siemens Building Technologies while based in Switzerland. After leading the global Fire Safety business and later the entire product sales division, he became CEO of Building Technologies for Europe in 2015. Prior to his tenure in Switzerland, Dr. Liesener worked in Siemens Management Consulting, contributing to various projects worldwide. He began his professional career in 1993 at Bombardier in Berlin. A graduate engineer, he earned his degree from the Technical University of Berlin and completed his doctorate in business administration and controlling at the University of Mannheim. In addition to his professional responsibilities, Dr. Liesener has been involved in academia for many years, teaching at MBA universities such as ESMT in Berlin, Lucerne University of Applied Sciences and Arts, and ETH Zurich. Since 2021, he has been a member of the Board of Directors at Reichle & De-Massari, and since 2020, he has served as Sustainability Advisor for the BVT Group in Munich. Dr. Liesener is married with two children. In his free time, he enjoys spending time with his family, engaging in various sports, and traveling.