

Chris Hanan, Partner

Short biography

Chris Hanan, Partner, manages the digital consulting, digital analytics, engineering and client solutions teams at Webrepublic and acts as CFO of the company.

In-depth biography

Chris Hanan, born in 1969, has been active in the technology and digital sectors for more than 20 years. Following his studies in the US, where he majored in international marketing, he joined the Swiss office of the Boston Consulting Group in 1993. In this role, Chris worked with major Swiss and international corporations to define and implement key strategic and operational priorities. It was also here that he became fascinated with the possibilities and potential of the then-nascent internet and related digital technologies.

Chris decided to further pursue his education by completing an MBA at Harvard Business School. During his time at Harvard, Chris was able to witness the evolution of the commercial possibilities of the internet first-hand on multiple trips to Silicon Valley.

After completing his MBA, Chris decided to fully dive into the online world, which was just emerging at the time. During this period he also chose to focus on the topic of digital enablement of the B2B landscape, an area that had until then been completely undeveloped. Chris moved from Boston to New York City and over the next four years started two companies that were true pioneers in their respective fields. Both companies grew to over 100 people during Chris' tenure and still exist to this day. The first venture created the first successful online trading platform for industrial raw materials and attracted investments from leading venture capitalists such as Kleiner Perkins Caufield Byers and Bessemer Ventures. The second broke new ground in the field of FinTech by using digital technology to facilitate financial transactions and capital management for businesses, and was sold to a leading US bank.

Following his return to Switzerland in 2004, Chris joined the Executive Committee of a publicly listed company in the area of medical technology. In this function, Chris was responsible for corporate development, also running the company's marketing activities. During his time there, Chris worked closely with the CEO and the rest of the management team on corporate strategy, M&A and digital transformation, successfully completing multiple large transactions as well as launching the company's first digital marketing activities. As of 2010, Chris also used his experience launching companies and helping them grow to support his brother, Tom Hanan, during the initial development phase of Webrepublic.

Chris joined Webrepublic full time in 2014, where he can leverage his understanding of digital marketing in the B2B arena, financial services, and strategy development and implementation. Today, Chris is responsible for managing the digital analytics, digital consulting, engineering and client solutions management teams as well as overseeing the company's financial operations with the finance team. Chris also works closely with Webrepublic's clients in the financial services, B2B / industrial and luxury goods sectors, among others.