

## **Tobias Zehnder, Co-Founder and Partner**

### **Short biography**

Tobias Zehnder, Co-Founder and Partner, is responsible for the strategic development of new business areas and new partnerships. He is a member of the Center for Communications' advisory board at HWZ, and actively contributes to the development of the digital marketing industry as a speaker at conferences and lecturer at various universities and colleges.

### **In-depth biography**

Tobias Zehnder, born in April 1982, studied communication science, economic history and linguistics at the University of Zurich. For his master's thesis, he researched and analyzed the Swiss online advertising market and its most important players by means of the principal agent theory, and how advertisers and agencies can work together.

While studying, Tobias worked in Human Resources at the Swiss headquarters of the global trade corporation DKSH, and expanded the department's online presence. After a stay in the UK, he completed an internship as a sales planner at Google Zurich in 2007, where he engaged in market research and customer pitches. In 2008, Tobias got to know the agency side of the business by looking after AdWords campaigns for a large Swiss media agency, participating in customer pitches and training new employees.

Tobias met Tom Hanan during his time at Google. Both shared a passion for digital marketing and felt that the time was ripe for a new digital agency on the Swiss market, so in August 2009 they officially joined forces to found Webrepublic.

As Co-Founder and Partner, Tobias is now responsible for the strategic development of new business areas and new partnerships. He regularly shares his in-depth knowledge at national and international advertising conferences. Moreover, Tobias actively contributes to the development of the online marketing industry, as a CAS Digital Leadership lecturer at the Hochschule für Wirtschaft Zürich (HWZ) as well as as a guest speaker at various national universities and colleges. In addition, he is a member of the Center for Communications' advisory board at HWZ.