

## Boyden Switzerland's Cornelia Tänzler to Lead the Global Consumer & Retail Practice

**GENEVA and NEW YORK, March 8, 2017** – [Boyden](#), a global leader in executive search with more than 65 offices in over 40 countries, announced that [Cornelia Tänzler](#), Managing Partner of [Boyden Switzerland](#), has been appointed as Leader of Boyden's Global Consumer & Retail Practice.

Cornelia Tänzler is an accomplished search professional, having worked both in a leading global consultancy and a renowned boutique search firm. In her leadership of the [Global Consumer & Retail Practice](#), she brings extensive experience in the sector in Europe. Tänzler has built a prestigious client portfolio with many successful C-level and board searches.

Examples of Boyden's Global Consumer & Retail searches include:

- Specialized expertise in fast moving consumer goods (FMCG), global luxury brands, fashion and leading department stores
- Functional expertise in CEO, COO, Chief Digital Officer, marketing, design, manufacturing, sales, human resources, and non-executive board appointments
- Executive assessment, leadership transition consulting for family-owned businesses, and external succession planning

"The change in the consumer and retail industry is happening at an exponential pace. The proliferation of technology and innovation across all aspects of our lives is changing consumer shopping behaviors and raising their expectations when engaging with brands," said Tänzler. "Brands become more agile and consumer-centric to compete in this hypercompetitive and rapidly evolving global marketplace. The rapidly growing influence of millennials, a new generation of power consumers, is also changing the paradigm. Successful brands must navigate the tension between change and continuity. Our clients turn to Boyden's Consumer & Retail Practice to help them build leadership teams able to succeed in a disruptive market."

Cornelia Tänzler joins [Armin Meier](#), Boyden Zurich's Managing Partner and Leader of Boyden's Global Industrial Practice, in reinforcing the firm's new global brand: "The Right Leadership. Worldwide."

"Cornelia has built an impressive practice in Switzerland since she joined Boyden in 2015," said Meier. "She works closely with leading Swiss and international companies to understand the complexities of their business and ensure the right leadership fit. I am very proud of our Swiss team. With Cornelia taking the firm's global consumer lead, two of Boyden's global practices are now headquartered in Switzerland."



## About Boyden

Boyden is a premier leadership and talent advisory firm with more than 65 offices in over 40 countries. Our global reach enables us to serve client needs anywhere they conduct business. We connect great companies with great leaders through executive search, interim management and leadership consulting solutions. For further information, visit [www.boyden.com](http://www.boyden.com).

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