

## **Silvano Schär**

Silvano joined Congrex in 2010 and is responsible for the global sales and marketing activities of the company. He started his career in the hospitality industry and worked for 12 years in different conference and leisure hotels in Switzerland. Thereafter, an insurance broker hired him as part of a project development team, creating a business plan for a brand new ice-hockey stadium in a leading tourism destination. He has been involved in the business events industry for over 20 years and has degrees in business administration, project management, general management, sales and marketing management and an Executive MBA of the University of Berne.