



Katia Murmann

Entrepreneur & Board Member

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PROFILE

Katia Murmann (*1980) is a board member and entrepreneur with over 20 years of experience in leading positions in the media and technology industry. She is a strategist for whom successful implementations count. Her expertise is in Digital Transformation, the use of new technologies such as AI, digital products and data strategies. She leverages new technologies such as AI for her initiatives and advocates for diverse teams. She is Co-founder of the international initiative EqualVoice, using AI to make women more visible in media, and of Edit-a-thon, an initiative making women more visible on Wikipedia. Katia Murmann is married and a mother of three children. She is a citizen of Menziken AG and lives with her family in Zurich.

EXPERTISE

- Transformation
- Strategy and Implementation
- Technology, AI
- Data-Strategies
- Digital Product Development
- Media Management
- Diversity & Inclusion

BOARD MANDATES

Ringier AG, EqualVoice | July 2022 - today

Co-Founder, Member of the Board of Directors

Farner Consulting AG | Oct 2022- Apr 2024

Member of the Board of Directors

Ringier Serbia | July 2020 - Dec 2022

Member of the Board of Directors

SMD/swissdox AG | Mar 2020 - April 2023

President of the Board of Directors

Stiftverein Medienqualität | April 2023 - today

Member of the Board of Trustees

Public Discourse Foundation | April 2023 - today

Member of the Board of Trustees

EXPERIENCE

Co-Founder WolfPak LLC | Jan 2023 - today

- WolfPak provides AI driven, scalable leadership training for the next generation of leaders

Chief Product Officer | Sep 2019 - Dec 2022

Ringer AG Global Media, Blick

- Establishment of product strategy and teams at Blick and Ringier Global Media, transformation of IT department

Editor in Chief Blick.ch | Feb 2017 - Feb 2021

Blick-Gruppe, Ringier AG

- Digital transformation of the newsroom with 300+ employees, development of online desk, introduction of data and goal setting in the newsroom with Palantir, development of the community team for comment moderation, supported by AI.



INITIATIVES

Nov 2019 – today | EqualVoice
Co-Founder

EqualVoice makes women more visible in media. At the core of the initiative is the EqualVoice Factor, a semantic algorithm that measures how visible women and men are in the media. EqualVoice is now an international movement, with participating media in more than 10 countries.

www.equalvoice.ch

Sep 2018 – today | Edit-a-thon
Co-Founder

The Edit-a-thon advocates for more visibility of women on Wikipedia. Only 17% of all biographies are about women. The Edit-a-thon changes that by having women and men write women's biographies on Wikipedia.

LANGUAGES

- GERMAN (NATIVE)
- ENGLISH (FLUENT)
- FRENCH (FLUENT)
- PERSISCH (FLUENT)
- LATIN (BASIC)

EXPERIENCE

Editor in Chief a.i., | Aug 2016 - Jan 2017
SonntagsBlick, Ringier AG

- Head of the editorial department of SonntagsBlick and SonntagsBlick Magazin.

Leitung News und Digitales | Jul 2013 - Jul 2016
SonntagsBlick, Ringier AG

- Head of the news department, responsible for the digital presence of SonntagsBlick on Blick.ch and social media.

Team Lead Foreign Affairs | June 2012 - Jun 2013
SonntagsZeitung, Tamedia AG

- Responsible for the foreign department with all correspondents, deputy department head focus,

Investigative Reporter | Aug 2007 - Mai 2012
Schweiz am Sonntag, CH-Media

- Founding member, additionally responsible for foreign affairs.

Journalist | Dez 2005 - Juli 2007
Blick-Gruppe, Ringier AG

- Domestic and foreign assignments, reports, background reports.

EDUCATION AND TRAINING

INSEAD | Oct 2023

Finace for Executives

Harvard Business School | Nov 2019 - July 2020

Program for Leadership Development

University of Berkeley | March - April 2016

Digital Skills Certificate

University of Munich and Tehran | Sept 2001 - July 2004

Political science, sociology and oriental studies, graduated with diploma

Deutsche Journalistenschule | Sept 2001 - July 2004

Training in the class of DJS 40

University Erlangen | Oct 2000 - Jun 2001

Political science, German studies

Maria Ward Gymnasium Nuremberg | July 2000

Graduation (Abitur)