

Clelia Bieler

Employee at the bilding foundation

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With her analytical mind, networked thinking, a big heart, and a sense of humor, the native of Engadin ensures that the next generation of engineers does not dry up.

Clelia Bieler has been working for the bilding foundation since May 2025, in the communications department and as the person responsible for various projects.

She has an extensive network in the field of STEM education and has been committed to inspiring more children and young people to take an interest in technology, IT, and natural sciences for over 15 years, with a particular focus on girls and young women.

In addition to her work at the bilding foundation, she is also self-employed as Frau MINT. In this role, she advises and supports companies, schools, and parents on topics such as “broader recruitment of learners,” “integration of STEM subjects into the classroom,” and “extracurricular STEM offerings in my region.” As a trained communications, social sciences, and humanities scholar with many years of experience and various positions in the field of promoting young talent in STEM, she also feels at home in the world of engineering and is accustomed to involving a wide range of stakeholders and communicating complex issues in a way that is tailored to the target audience. Having grown up in Samedan (Engadin), she is also an expert at persevering through tough times (winters with temperatures as low as -30 degrees Celsius) and not losing her sense of humor even when faced with unforeseen events (snow in July).

Board of Directors

— Board of Directors, miaEngiadina Association

Career

- Since 2017
  Owner and managing director of Frau MINT
- 2013 – 2016
  Responsible for promoting young talent and diversity at the University of Applied Sciences and Arts Northwestern Switzerland FHNW
- 2011 – 2013
  Head of Scientific Projects and Promotion of Young Talent at the Swiss Academy of Engineering Sciences SATW
- 2008 – 2010
  Project Manager / Deputy Managing Director of the Swiss Youth in Science Foundation

Memberships

- BPW Club Bern

Education

- Studied English, Media Studies and Sociology at the University of Bern (lic.phil.hist. / Master of Arts)
- Further training in event management (CAS, Lucerne University of Applied Sciences and Arts (HSLU) and ZHAW School of Management and Law) and agile leadership (SGO Business School)

Other Activities

- Project partner at eduxept AG, networked expertise in the field of education
- Advisory board member at SWONET GIRL
- Member of the advisory group at Profolio.ch, Switzerland's first digital career choice learning medium
- Member of the expert group in the “It's MINT” project run by the JUMPPS specialist center

Languages

German, English, French, Italian