



Rosina Genovese

Senior Communications & Marketing Manager,
Business Psychologist

Contact

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Kellerhals Carrard Bern

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As a good listener with a background in business psychology, she knows how to read between the lines and convey complex messages with empathy and strategic skill.

Starting in 2026, she will join Kellerhals Carrard as Senior Communications & Marketing Manager, where she will be responsible for the strategic development of brand communication and its consistent operational implementation. She has extensive experience in B2B communication and marketing management, which she has successfully demonstrated in the technology industry, among others.

Her approach is significantly influenced by her background in business psychology: she combines analytical depth with a keen empathy for target group needs. This expertise enables her to translate complex legal topics into concise, effective messages. As an adept communicator, she acts as a strategic bridge builder between specialist departments and the market. With her reflective approach and winning manner, she manages to generate lasting momentum and proactively help shape the firm's positioning in a dynamic market environment.

Career

- Strategische Markenführung: Langjährige Erfahrung in der B2B-Kommunikation und Positionierung komplexer Dienstleistungen.
 - Operative Umsetzung: Ganzheitliche Planung und Steuerung kanalübergreifender Marketing-Massnahmen und Kampagnen.
 - Wirtschaftspsychologie: Gezielte Anwendung psychologischer Erkenntnisse für Zielgruppenanalyse und Stakeholder-Management.
 - Branchen-Know-how: Fundierte Expertise in der Technologiebranche sowie in dynamischen Dienstleistungsumfeldern.
 - Schnittstellen-Management: Versierte Vermittlerin zwischen strategischen Zielen und praxisnaher Umsetzung.
 - Content & Storytelling: Aufbereitung anspruchsvoller Fachthemen in prägnante, zielgruppengerechte Botschaften.
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Memberships

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Education

- Masterclass Customer Experience (CX), Universität St. Gallen (HSG)
 - Master of Science in Applied Psychology (Economic Psychology), FHNW Olten
 - Master in Marketing and Sales, Rome Business School
 - Bachelor of Science in Applied Psychology (Economic Psychology), FHNW Olten
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Languages

German, English, French, Spanish, Italian
