



Yahya Mohamed Mao

Marketing leader, author and speaker. CMO and Member of the Executive Board, Swiss GRC

- Meisterschwanden, Switzerland
- +41 76 24 24 670
- hello@yahyammao.com
- yahyammao.com
- linkedin.com/in/yahyamohamedmao

A marketing specialist who turns complex technology into brands people trust, from cloud infrastructure and digital health to governance, risk and compliance software. Recognised as CMO to Watch 2024 and a Top 100 Marketer Award finalist, fluent in five languages, and at home on conference stages as much as in the marketing plan.

EXPERIENCE

Chief Marketing Officer (CMO) & Member of the Executive Board

Oct 2025 to today

Swiss GRC

Lucerne, Switzerland

- Own the global marketing and communications strategy as a member of the executive board.
- Drive brand leadership, market expansion and thought leadership in governance, risk and compliance.
- Represent the company on stages, in the press and with partners across the DACH region and the Middle East.

Founder and Editor-in-Chief

Apr 2018 to today

Tech Impact Insights

Switzerland

- Founded and run an independent publication on AI, risk management, marketing technology and fintech.
- Set the editorial direction and content strategy for the platform.
- Work with industry leaders to produce in-depth analyses and interviews.

Chief Marketing Officer

Aug 2020 to Mar 2022

MiSANTO AG

Frauenfeld, Switzerland

- Tracked and optimised marketing KPIs, turning campaign data into decisions.
- Surpassed app user acquisition goals with 22,000 users in 2020 and 50,000 in 2021.
- Built the online reputation and an ambassador programme with athletes from equestrian, motor and winter sports.

Mentor & Judge

Feb 2020 to Dec 2024

MassChallenge

Switzerland & USA

- Reviewed more than 30 high-potential startups a year across the accelerator stages, assessing business model, marketing and sales plans.
- Mentored startups including Neustark, the Swiss carbon removal provider that raised 69 million dollars in 2024, and Hi-D Imaging, an ETH MedTech spin-off.
- Contributed expertise and feedback to the global community of judges in Switzerland and the United States.

RECOGNITION

- **CMO to Watch in 2024**
CMO Alliance, Jan 2024
- **Top 100 Marketer Award Finalist**
OnCon Icon Awards, Jan 2024
- **Top 50 Global Thought Leader and Influencer**
Thinkers360, Feb 2021

LANGUAGES

German	native
Somali	native
English	proficient
French	proficient
Arabic	advanced
Swiss German	working knowledge
Italian	basic

FIND ME ONLINE

Website	yahyammao.com
LinkedIn	in/yahyamohamedmao

EXPERIENCE CONTINUED

Chief Marketing Officer n'cloud.swiss AG, Seengen, Switzerland	Mar 2019 to Jul 2020
Business Development Associate LEADEO GROUPE, Strasbourg, France	Jan 2017 to Jul 2017
Administrative and Financial Assistant European Homecare and Regierungspräsidium Karlsruhe, Karlsruhe, Germany	Sep 2015 to Dec 2016
Intern in Business Development, New Markets and Product Portfolio Daimler AG, Stuttgart, Germany	Mar 2015 to Aug 2015
Vice President & Head of Communications Eco-Gestion Conseil, Strasbourg, France	Dec 2014 to Sep 2015
Head Marketing & Communications Swiss GRC, Lucerne, Switzerland	Jan 2024 to Sep 2025
Head Business Development & Marketing Swiss GRC, Lucerne, Switzerland	Apr 2022 to Dec 2023
Fractional CMO MiSANTO AG, Frauenfeld, Switzerland	Apr 2020 to Jul 2020

EDUCATION

Lucerne University of Applied Sciences and Arts Certificate of Advanced Studies (CAS), Governance, Risk and Compliance	Aug 2022 to Jan 2023
ThePowerMBA MBA, Business Strategy, Entrepreneurship, Marketing, Innovation and Digital Transformation	Jan 2021 to Mar 2023
University of Sussex Exchange student, MSc Technology and Innovation Management	2014 to 2015
University of Strasbourg Master's degree, Economic Analysis and Policy, specialising in Economics and Management of Innovation	2013 to 2015
University of Strasbourg Bachelor's degree, Economics and Management, specialising in Economic Analysis	2010 to 2013
Einsteingymnasium Kehl A-Level	2001 to 2010

CERTIFICATIONS

GRC Professional Certification GRC Certify	Nov 2023
ThePowerMBA ThePower Business School	Mar 2023
CAS Governance, Risk and Compliance (GRC) HSLU Hochschule Luzern	Mar 2023

Further certifications from the University of Pennsylvania, LinkedIn and YooHoo Academy are listed at yahyammao.com/about

SKILLS

Marketing strategy

Brand leadership

Governance, risk and compliance

B2B demand generation

Thought leadership

PR and communications

Content marketing

SEO and SEM

Digital analytics

CRM (Microsoft Dynamics, HubSpot)

Email marketing

STRENGTHS

- **Strategic marketing leadership**
A track record of leading marketing and business development initiatives that move the numbers.
- **Brand development**
Rebrandings and corporate identities that make complex software understandable and credible.

PUBLISHED BOOKS

- **The multidimensional characteristics of modern marketing**
Apr 24, 2021
- **Managing risk and uncertainty in the innovation process**
Apr 28, 2021
- **Barrier to innovation**
Apr 30, 2021