

## Press release

Glattbrugg, 17 November 2021

## **Jürg Graf to be appointed new CEO of SwissSign Group AG on 1 December 2021.**

**Jürg Graf will take over as CEO of SwissSign Group AG, effective 1 December 2021. Markus Naef is stepping down after a successful five years and will move on to explore new horizons.**

Jürg Graf is appointed new CEO of SwissSign Group AG. Over the course of his career, he has gained extensive strategy and management experience in the banking and technology industries, in Switzerland and internationally, in both line and project management positions. As well as implementing major projects at banks, his roles have included CEO of the Bern-based open source pioneer edorasware (now flowable). Prior to that he was responsible for product development and complex IT customer projects at Avaloq Evolution AG in Zurich until 2010. Up to 2005, Jürg Graf held a variety of roles at UBS, at last as Co-Head of Global Operations and Infrastructure.

‘Jürg Graf’s broad experience in the fields of IT and digitisation makes him the ideal choice for this position. I have no doubt that, together, we can set SwissSign Group AG up for a successful future and ensure its sustainable development,’ says Tecla Solari, Chairwoman of the Board of Directors of SwissSign Group AG. Under Jürg Graf, SwissSign Group AG will continue to focus on its core business of secure digital identities, certificates and e-signatures – services that are vital for individuals and companies in an increasingly digitalised Switzerland.

Under Markus Naef’s leadership, SwissSign Group AG was successfully established as a joint venture and positioned as a major player in Switzerland in the field of digitisation. During this period, the electronic identity market and the certificate business were established and significantly expanded. Today, SwissID has more than 2.1 million users and more than 250 connected online services. There was continuous improvement to the user experience throughout this period. New services were launched based on SwissID, such as SwissID Sign and the electronic debt collection register extract. The company significantly increased its market share in the certificates business. Markus Naef was closely involved in the sale to Swiss Post, securing the financing and thus the future of SwissSign Group AG. Overall, he leaves a robust and agile company to his successor and is now ready for a new challenge.

Markus Naef, CEO: ‘Over the past few years, my team and I have made a significant contribution to SwissSign Group AG. I am pleased that this commitment will continue under the new management of Swiss Post and that the future viability of SwissSign Group AG is ensured.’

Tecla Solari, Chairwoman of the Board of Directors, SwissSign Group AG, adds: ‘We would like to thank Markus Naef. Under his leadership, SwissSign Group AG has been able to successfully establish itself as a joint venture and build a solid infrastructure for digital services.’

Media contact:

Dr Sandra Hedinger, Co-Head of Public Affairs & Public Relations, SwissSign Group AG  
Phone: +41 79 468 49 66

Selma Frasa-Odok, Co-Head of Public Affairs & Public Relations, SwissSign Group AG  
Phone: +41 79 248 45 75

Email: [pr@swissign.com](mailto:pr@swissign.com)

## **About SwissSign Group**

SwissSign Group is a subsidiary of Swiss Post. It has two cornerstones: identity services under the brand SwissID and certificate services under the brand SwissSign. SwissID is the digital identity of Switzerland, enabling simple and secure access to the online world. Using the digital signature 'SwissID Sign' allows legally valid online conclusion of business. Thanks to electronic certificates, data can be exchanged in encrypted form and therefore protected against unauthorised access. As a Swiss trust service provider (TSP), SwissSign Group protects all data according to the highest security standards while keeping it in Switzerland.

Further information is available on [swissign-group.com](http://swissign-group.com).