



Media Release

## Andreas Schaffner to join CNNMoney Switzerland

**Zurich and Geneva, November 22, 2017 – Andreas Schaffner, an experienced Swiss journalist and media manager with a background in TV, print and digital, will join CNNMoney Switzerland as Senior Producer. He will replace Jan Schwalbe who was named Editor-in-Chief of Finanz und Wirtschaft.**

**Andreas Schaffner** will join CNNMoney Switzerland as Senior Producer on the 1st of January 2018. He will play a key role in the daily content production for all platforms, including the linear broadcast and its live program from 6 to 9pm weekdays. Andreas Schaffner has covered business topics and the Swiss economy for almost 20 years. He worked as a reporter as well as in managerial roles for the weekly newspaper Cash, the Swiss National TV (SRF), the largest Swiss newspaper BLICK and one of the leading Swiss regional newspapers Aargauer Zeitung/Schweiz am Wochenende. At SRF he was part of the team that launched the business program ECO and produced several notable documentary films, such as “We Buy the World“ on the commodity trading industry in Switzerland. In 2009, he won an award for covering the financial crisis in a special report for the ECO program focussing on the LTCM Hedge Fund and its legacy 10 years later. Andreas Schaffner grew up in Venezuela and Hong Kong and received his Masters in Law at the University of Basel and a postgraduate diploma in journalism at the MAZ in Lucerne.

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### About CNNMoney Switzerland

Announced in January 2017, CNNMoney Switzerland is an integral part of the international development strategy of the CNNMoney brand. With studios in Zurich and another in Geneva, CNNMoney Switzerland is a cross-platform content producer for linear broadcast and digital media focusing on finance, business, economy, culture and lifestyle “made in Switzerland”. Catering to a previously underserved English-speaking market across the country, CNNMoney Switzerland covers Swiss issues with an international impact. The channel will act as a bridge for leaders between Switzerland and the world.