

New board elected for the Swiss LGBTI Label



At the extraordinary general assembly on 11 August 2025, the Swiss LGBTI Label association elected three new board members: Sandra Fritzsche (WyberNet), Raphael Hadad (Network) and Hansruedi Zellweger (Network).

With this election, the board is strengthened and broadened for the tasks ahead.

Until a new presidency is elected, Theres Bachofen will serve as interim president. Cordula Niklaus will also remain a member of the board. The election of the new presidency will take place at an upcoming general assembly.

The new election follows the resignation of Bernd Krajnik, who stepped down after three years of dedicated service as co-president and board member. The association warmly thanks Bernd for his great commitment.

Short profiles of the new board members:

Sandra Fritzsche (WyberNet)

Sandra Fritzsche is Senior Group Controller & Controlling Business Partner COO at VP Bank AG in Liechtenstein. She previously held various controlling positions at Alpiq, Meier Tobler AG, RUAG Space, ABB Immobilien AG and the Psychiatric University Hospital Zurich. She has many years of experience in financial and operational controlling as well as in supporting management teams in strategic and operational decision-making. Sandra is a member of WyberNet.

Raphael Hadad (Network)

Raphael Hadad is owner of Select Agency, a Swiss-wide agency for visual communication, photography, video and content creation with studios in several cities. With a special focus on employer branding, diversity and authentic storytelling, he helps companies present their brand professionally. He is also Creative Director of DISPLAY Magazine, Switzerland's largest gay men's magazine, where he develops editorial content and campaigns with social relevance. Previously, Raphael worked at Apple and Zürcher Kantonalbank and has long been committed to increasing the visibility of the LGBTIQ+ community in the workplace.

Hansruedi Zellweger (Network)

Hansruedi Zellweger is an executive coach and owner of DE BORD International Ltd in Zurich. He has extensive management and leadership experience in the pharmaceutical industry as well as expertise in coaching and supervision for executives, employees in exposed positions and teams. Prior to his current role, he spent nearly 20 years as Managing Partner at DE BORD International and held leadership positions at Emil Flachsmann AG and Laevosan International AG. Hansruedi has been a member of Network for many years.

We are very much looking forward to working with our new board members and to the future ahead.

What is the Swiss LGBTI Label?

The Swiss LGBTI Label is a quality mark awarded to organizations in Switzerland that actively promote diversity, equality, and fair opportunities for LGBTI people at work. The process is based on clear and verifiable criteria and is supported scientifically by the University of Bern and the Bern University of Applied Sciences (BFH).

It reviews key dimensions such as internal policies, leadership accountability, HR and recruitment practices, inclusive communication, and employee networks. Organizations that are awarded the label demonstrate a structured and lasting approach to fostering inclusion.

Since its launch in 2019, over 100 organizations have been awarded the label. Today, 80 hold the label and actively participate in the growing network, representing a wide spectrum of industries and institutional sectors. The label is valid for three years.

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