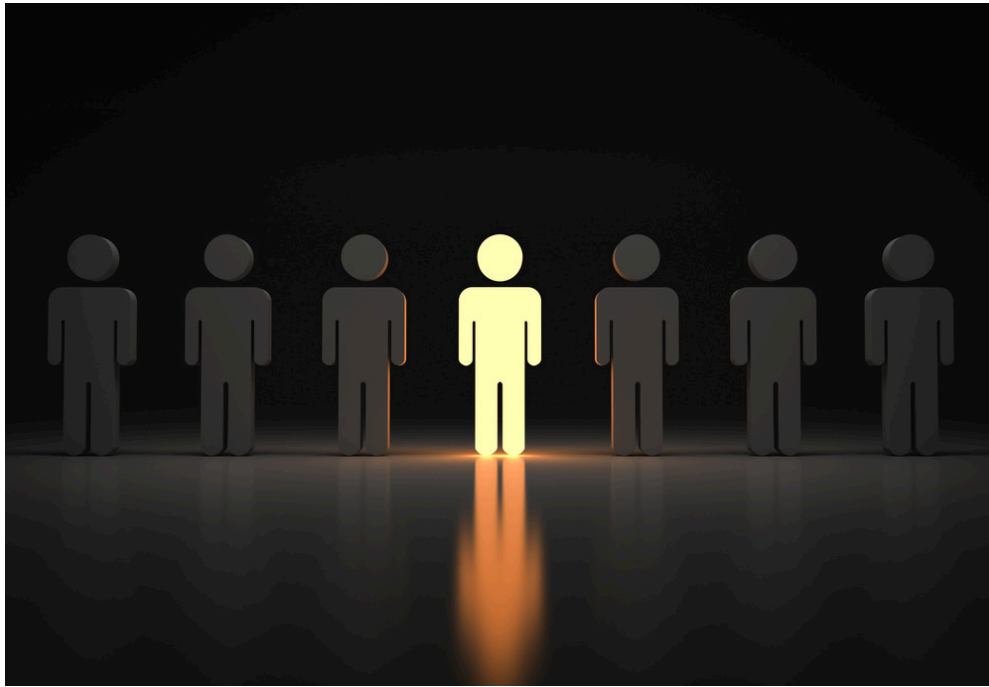


How to Stand Out in the Swiss Job Market: Building a Personal Brand that Opens Doors

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The Swiss job market is one of the most competitive and complex in Europe. Highly skilled professionals from around the world are drawn to Switzerland, and it is not uncommon to see posts from exceptionally qualified individuals struggling to secure the right role. Networking can feel daunting, and navigating cultural nuances adds another layer of challenge.

And yet, despite these hurdles, opportunities remain. According to the Swiss Skills Shortage Index 2024, the demand for qualified workers remains significantly above pre-pandemic levels. Sectors such as pharmaceuticals, industrial technology, and services continue to seek talent. The question is not whether opportunities exist, but how to make yourself visible and relevant to the right ones.

<https://www.adecgroup.com/en-ch/future-of-work/swiss-skills-shortage/swiss-skills-shortage-2024>



For candidates, standing out is not about being louder, but about being clearer on your purpose, your expertise, and the value you bring. By consistently shaping and sharing your personal brand, you turn networking from a transactional activity into a long-term strategy for building trust and opening doors.

Your Personal Brand is Your Differentiator

"We are CEOs of our own companies: Me Inc. To be in business today, our most important job is to be head marketer for the brand called You."

Tom Peters

Your personal brand is not just your CV or LinkedIn profile. It is the impression people carry about you after every conversation, meeting, or interaction. It is built on authenticity, consistency, and the value you bring to others.

Networking, therefore, is more than showing up at events. It is about putting your personal brand at the service of others—sharing knowledge, connecting people, and leaving a positive, lasting impression.

How to Build Your Personal Brand in Switzerland

1. Be Authentic

Swiss culture values transparency and substance. Be clear about who you are, what you stand for, and the type of impact you want to create. Your credibility will grow when your words and actions align.

2. Be Current

Stay informed about industry trends, from digital transformation to sustainability. The Swiss industrial sector remains strong thanks to the high value of Swiss-made products. Demonstrating an understanding of these shifts shows relevance and agility.

3. Have a Purpose

Articulate what drives you beyond career advancement. We all respond to people who are motivated by a bigger “why”. Think about what makes your heart “tick,” whether that is leading diverse teams, driving innovation, or contributing to a more sustainable economy.

Networking in a Crowded Market

We are all aware of the importance of networking. This means managers, recruiters, and executives are often inundated with connection requests and invitations for coffee chats. Many are simply out of time to respond. So how do you stand out in this environment?

The answer lies in **mutual benefit**. Relationships are not built on one-sided requests but on shared value. Instead of asking, “Can you help me find a job?” consider what you can bring to them. For example, share an article or perspective relevant to their industry, acknowledge their work, and offer thoughtful comments on their insights. Introduce them to someone in your network who could be valuable to them, or consider volunteering for a project, initiative, or community where their company is already active.

Three Tips to Elevate Your Personal Brand

1. Craft your one-liner and keep your story consistent.

Write one clear sentence that says who you are and what drives you. Make sure your CV, LinkedIn, and introductions match, including your headline.

2. Share value each month.

Post one or two useful insights or reflections.

3. Nurture five key relationships and give first.

Stay in touch regularly, not only when you need a job. Offer value by recommending articles, making introductions, or sharing your expertise.

About the Author

Berenice Roch is a Global Talent and Leadership Executive with 20+ years of experience leading transformations across pharma, FMCG, consulting, and travel. She builds high-impact strategies that strengthen pipelines, develop future-ready leaders, and shape cultures where people thrive and perform. Berenice is passionate about helping professionals and organizations unlock potential through authentic leadership and purposeful growth.

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