

Media release 11 June 2024

## **Swiss Travel System AG: Sara Roloff appointed as new CEO**

**Swiss Travel System AG (STS AG) is pleased to announce the appointment of Sara Roloff as its new CEO. In the tourism field, Roloff brings a wealth of expertise to the table. Her track record is impressive, and she has held several leadership positions in Switzerland and abroad. She has occupied various strategic roles within Switzerland Tourism, the hotel industry and the Tourism Organisation Engadin St. Moritz which make her an ideal choice for this executive position. She will assume her duties on 1 January 2025. She succeeds Maurus Lauber, who served as CEO of STS AG for many years.**

Sara Roloff will take over as Chief Executive Officer (CEO) at STS AG on 1 January 2025. The corporation, which promotes Swiss public transport abroad under the brand name Travel Switzerland, looks forward to a fruitful collaboration. Sara Roloff succeeds Maurus Lauber, who will retire at the end of this year after leading the company for 14 years with great success.

Sara Roloff has been working in the tourism industry for around 20 years. From 2020 to 2023, she was a member of the extended Executive Board of Switzerland Tourism as Head of Asia Pacific and Market Manager Japan. Based in Tokyo, she led intercultural teams in India, Southeast Asia, Greater China, South Korea, Australia, and Japan and guided them through the challenging times of the coronavirus pandemic. Prior to this, she established, managed, and expanded the UK and Ireland PR department for Switzerland Tourism in London. Before joining Switzerland Tourism, she worked in management positions for the Giardino Hotel Group and the Tourism Organisation Engadin St. Moritz. Thanks to her long-standing collaboration with STS AG, Sara is very familiar with the company's product portfolio, market opportunities and challenges.

“We are thrilled to welcome Sara Roloff as the new CEO of STS AG”, says Philipp Mäder, Chairman of the Board. “Her broad expertise in tourism, marketing and communications ensures that STS AG is ideally positioned to face any future challenges.” Mäder adds: “Her passion for customer centricity and innovation will help her to lead the company into a promising future”.

Sara Roloff studied journalism and corporate communications at ZHAW in Winterthur. She has an MBA from the University of Bradford (UK) and numerous further training courses in management and communications. Sara is 42 years old and lives in Zurich.

As STS AG opens this exciting new chapter, it remains true to its mission. It states that every visitor from abroad travels around Switzerland by train, bus, and boat. Throughout Maurus Lauber's time as CEO, the company has expanded, seen a marked professionalization, and recorded record sales year after year.

Philipp Mäder has nothing but praise for Maurus Lauber and his contribution to STS AG: “Maurus Lauber and his team were instrumental in shaping the STS AG over the past 14 years. His dedication and enthusiasm to

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promote the Swiss Travel System abroad are inspiring. He has positioned the company to great success and continually increased sales across the STS product range”.

The board of directors thanks Maurus Lauber for his significant contribution to the mission of STS AG. At the same time, it is delighted to have found such a top-level successor in Sara Roloff for the position of CEO.

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**About Swiss Travel System AG:**

Swiss Travel System AG is a Zurich based marketing company co-founded in 2011 by Swiss Federal Railways (SBB), Switzerland Tourism (ST) and five private railway companies. Its mission is the joint worldwide marketing of Switzerland’s comprehensive public transport network. Key tasks include global marketing of Swiss public transport nationwide and the incoming ticket range, as well as the promotion of cross-border travel from Switzerland’s neighbouring countries.