



ARAG

March 2025

Curriculum vitae

Lea Baumann Hahn



Chief Officer Customer Centricity & Development
Member of the Executive Board of AXA-ARAG

Year of birth: 1977

Nationality: Swiss

Professional experience

Since August 2024	BBW Winterthur Lecturer (Bilingual education)
Since July 2023	AXA-ARAG Chief Officer Customer Centricity & Development, Member of the Executive Board
2016 – 2023	AXA-ARAG Head of Market Management, Member of the Executive Board
2014 – 2016	AXA-ARAG Head of Marketing & Sales Promotion
2009 – 2014	Siemens Schweiz AG Channel Marketing Manager
2006 – 2008	Siemens Schweiz AG Marketing Manager
2004 – 2006	Lista AG Head of Marketing Services



Professional training

2023	CAS Customer Experience Management, HWZ Zurich
2011	Event Management, Lucerne University of Applied Sciences and Arts
2003	Certified business economist (ZHAW) Winterthur, specializing in marketing