



Benno Keller
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Benno Keller serves as Special Advisor for Digital and Innovation to The Geneva Association since May 2017.

He has over 10 years of industry experience in the areas of insurance economics, insurance regulation, thought leadership and public affairs, both in Europe and the U.S. In his last role as Head of Research and Public Policy Development at Zurich Insurance Group, he was responsible for establishing a thought leadership programme. Before joining the insurance industry, Benno was scientific officer at the Swiss Competition Commission in Berne.

Benno holds a Doctoral degree in Economics and Social Sciences from the University of Fribourg, Switzerland. He is a lecturer at the University of Applied Sciences, Zurich (HWZ).