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PRESS RELEASE

For immediate publication

New Executive Director of the International Association for the Protection of Intellectual Property (AIPPI)

AIPPI is pleased to announce that Judith Willert joined the association as its new Executive Director on 1 August 2021.



Judith has extensive experience in the corporate world, specializing in global project management. She is experienced in managing change and business transformation, such as planning and implementing strategic new positioning, processes and also leading teams to growth. Her international exposure and corporate mindset will hold her in good stead as AIPPI rolls out its strategic plan for the next 3 years to its worldwide membership. Furthermore, her strong leadership skills and team coaching experience will benefit the staff members at the AIPPI General Secretariat in Zurich, Switzerland, where she is now based.

As a German and Swiss citizen who speaks both German and English, Judith completed her Bachelor's and Master's degrees in Business Administration at the University of Flensburg. Before joining AIPPI, Judith had an exciting career at Adidas iTAG and Coca-Cola for many years where she developed her general management skills.

Judith will be reporting directly to the Secretary General and leading the General Secretariat to support the work of the AIPPI Bureau and the wider AIPPI community. She is looking forward to meeting and interacting with AIPPI members during the 2021 AIPPI World Congress Online.

Images:

Download an image of Judith Willert here:

https://aippi.org/wp-content/uploads/2021/08/Judith_portrait-scaled.jpg

About AIPPI:

The International Association for the Protection of Intellectual Property, known as AIPPI (Association Internationale pour la Protection de la Propriété Intellectuelle), is the world's leading non-profit association dedicated to the development and improvement of laws for the protection of intellectual property. It is a politically neutral, non-profit organization, based in Switzerland with over 8,000 members worldwide from 131 countries.

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