



Media release

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HRS strengthens regional development competence

Increased customer proximity and market competence - Expansion of the management team

Frauenfeld, 3 May 2023: As part of its strategy to ensure the greatest possible consistency in planning and realisation in site and real estate development for its customers, HRS has adapted its organisational structures as of 1 May. The organisational structure of the development division is now aligned with the four market areas for project management that already exist throughout Switzerland. With an even better regional anchoring, more agility is to be achieved and customer proximity strengthened. This increases efficiency and project security, especially because the increasingly complex approval processes can be monitored more closely and accelerated. In addition, the acquisition will be further strengthened.

Three new Executive Board members

In line with the new organisational structure, the HRS Executive Board will be expanded. Four Executive Board members are now responsible for the area of site and real estate development in the top operational management body: Michael Breitenmoser for Eastern Switzerland and Ticino; Yves Diacon for Central Eastern and Northwestern Switzerland; Herbert Zaugg, who has just joined HRS, for Central Western Switzerland; and Thierry Müller, as before, for Western Switzerland.

The rest of the Executive Board remains unchanged. As before, the strategic management of the company is carried out by CEO/owner Martin Kull and COO/owner Rebecca Kull. Peter Keller will continue to be responsible for the finances as CFO.

Own managing director for IPZ Property AG

The Generation Project Innovation Park Zurich on the site of the former military airfield in Dübendorf, which is being driven forward by IPZ Property AG and in which HRS is a shareholder, will now be managed as a separate unit by Andrea C. Thöny as Managing Director. He was already responsible for the project as development manager for HRS.

"We are convinced that this strategically conscious harmonisation will enable us to significantly strengthen our already extensive development competencies in all regions of Switzerland. This offers great advantages for the building owners. It generates synergies in development and construction projects at an early stage and creates more security and speed in the increasingly complex planning and approval processes," CEO and owner Martin Kull is convinced.

Michael Breitenmoser, born in 1980, is an architect FH and holds a Master's degree in Real Estate Management. After working in two architecture firms, he joined HRS in 2011 as project manager for real estate development and, from 2015, head of the real estate development department. In addition to competition management, he is among other projects responsible for the development of the Saurer WerkZwei site in Arbon, the "Chez Fritz" high-rise in Buchs, Wankdorfcity 3 in Bern, Bundesplatz in Lucerne, the Stadler Rail Competence Centre in St. Margrethen and centre development on the Gschwend site in Steffisburg.



Yves Diacon, born in 1986, is a construction economist FH and holds a Master's degree in Real Estate Management. After three years in another real estate development company, he became project manager for real estate development at HRS in 2011 and from 2015 onwards head of department for real estate development and was responsible for all investor and overall performance competitions in the Central-East region. His portfolio includes the Ensemble project on the Hardturm site in Zurich, the Rosentalturm in Basel, the Nova Brunnen site development in Ingenbohl, Aere in Aesch and Reinach, the C+D construction sites in Regensdorf and Am Schänzli in Muttens.

Andrea Claudio Thöny, born 1985, is an architect ETH. After working as an architect and in real estate consulting, he joined HRS in 2018 and has been Head of Real Estate Development since 2020. His focus is on the development of special projects in the field of research and development, commercial and special uses, as well as business development, M&A and restructuring. Since 2019, he has been responsible for the Innovation Park Zurich as overall project manager. Other important projects at HRS were the New Festival Hall at BERNEXPO and the Baden East high-rise.

Herbert Zaugg, born in 1972, is an HF architecture technician and has completed further training in real estate trusteeship and business administration. He has many years of experience in project development, realisation, refurbishment, and acquisition of development projects up to total service contracts. In his last function of many years, he developed visions and strategies and was responsible with his team on a conceptual and structural level for many acquisitions, real estate and business developments in the Bern Mittelland region. He has been heavily involved in the area of non-profit housing, but also in site development and is particularly interested in forward-looking forms of living and working.

HRS Real Estate AG

HRS Real Estate AG is an owner-managed Swiss real estate service provider with headquarters in Frauenfeld and a further fourteen locations in all parts of the country and in the Principality of Liechtenstein. With innovative concepts, HRS creates new living and working spaces on industrial wastelands, sites and smaller plots of land. From development, planning and realisation to advice on financing and sales. The company, founded in 1962, employs over 400 proven experts. In 2022, HRS has realised a project volume of CHF 1.2 billion.

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