

CURRICULUM VITAE OF ANJA GRAF, CEO & CHAIRWOMAN

A SUCCESSFUL, VISIONARY YOUNG ENTREPRENEUR

Anja Graf is the founder, owner, and CEO of VISIONAPARTMENTS. Born in Winterthur, Switzerland, in 1977, she began building her company at the age of 21. She is now in the process of expanding throughout Europe and making VISIONAPARTMENTS one of the leading furnished living brands worldwide.

After completing her schooling in Winterthur and Zurich, Anja Graf gained valuable experience in the modelling business with a model agency she founded with some friends. It was her work in this particular industry that inspired her idea to start a furnished apartments business: Anja Graf organised simple rooms for models working temporarily in Zurich, until renowned companies got wind of this and wanted to rent them.

Graf launched VISIONAPARTMENTS in 1999. With CHF 1 million as startup capital from her parents, initial designer apartments were opened in Zurich's 4th District. Since then, the company has matured under her leadership and in 2009 begun to extend its borders beyond Switzerland.

Anja Graf is something of an aesthete, having cultivated an interest in architecture, design, and fashion for as long as she can remember. Her VISIONAPARTMENTS thus now clearly bear her own personal signature. Also, over the years, she has perfected her expertise in real estate management. In March 2013, at the occasion of the International Tourism Bourse in Berlin (ITB), she got the recognition as SENSES Business Woman of the Year.

Along with German and English, Anja Graf speaks French and Spanish and is currently learning Polish as she lives in Warsaw. A mother of four, she also enjoys snowboarding in her free time and maintains an interest in foreign cultures and enjoys travel.