

Alice Paula

Consultant

Real Estate Economist
MscRE HSLU, MIBF

Alice Paula pursued her academic journey from 2014 to 2019, studying Real Estate Economics as well as Banking & Finance in Luzern and Hong Kong. During her studies, she analyzed diverse real estate markets and was fascinated by complex urban developments.

Throughout and after her studies, Alice Paula worked as a real estate developer, actively contributing to various area development projects. Notably, she was involved in the transformation of the "Lebensraum Metalli" in Zug, where she delved deeply into topics like densification and affordable housing. Additionally, she led the Sustainability Committee at Zug Estates, driving strategic initiatives forward.

Between 2022 and 2023, Alice Paula lived in Washington D.C., working for the independent economic consultancy Wellershoff & Partners. During her time there, she worked as a real estate strategist, conducting research on macroeconomic influences within the real estate industry.

Since August 2023, she has been a member of the Fahrländer Partner Raumentwicklung team.