

Mirjam Niggli, 1976

Manager and Producer



I was born in 1976 into a family of musicians. After finishing my compulsory education, I started a commercial apprenticeship. But soon I realized that I wanted to be a musician too. Since 1991, still during high school, I was on stage on a regular basis with my mother Madeleine, playing gipsy music and eastern european folklore. During this time I was discovered by Wysel Gyr, known as the „King of Ländler“ (Swiss folklore). After completing my music studies at the SMPV school, I founded the folklore group „Puszta Company“ in 1994 together with my mother Madeleine Niggli and the two siblings Julia Medugno and Alexej Wirth. The group grew rapidly to 25 artists.

Since I enjoyed organizing, I visited marketing and leadership seminars. Soon I became aware that a sound marketing knowledge would facilitate my everyday life. I took up the studies of marketing planner and concluded the Swiss Federal studies in 2003.

After producing several orchestral recordings with Röbi Lattmann, Lindau and later on in the Radio Studio Zürich, I spent six months on my own in New York, earning my my living playing with unknown musical bands. In 2004 I was named Product Manager Classics at the EMI Music Switzerland in Zurich. Along with my normal job, I started my studies as business economist, BBA FH in 2006 while performing on a regular basis and maintaining my musical training. I visited the master class of Prof. Dr. Jörg Hofmann at Freiburg i.B., Germany. I had the opportunity to share the stage with many well known artists such as Sarah Brightman, Céline Dion, John Brack, Jeff Turner, Hazy Osterwald, Lyz Assia, Pepe Lienhard and many more. In 2014 I script, supervised and produced the anniversary show of the Puszta Company „from traditional to experimental“, acting as a producer and manager. The multimedia music- and dance show is in great demand and plays in renowned city theaters. Discographies and TV appearances document my artistic life. The tours lead me through Europe, Scandinavia, USA and Asia.

I am looking forward to keep fascinating my audience with passion and virtuosity.