



Olaf Zapke joins Hering Schuppener as Managing Director for the Frankfurt consulting team

Frankfurt, May 04, 2020 – Hering Schuppener Consulting strengthens its consulting team with Olaf Zapke, the long-standing editor-in-chief and managing director of the financial news and data provider Thomson Reuters in Germany. On 1 August 2020, Zapke will join the Frankfurt office of Germany's leading strategy consultancy for communications as Managing Director.

Zapke has almost three decades of experience in the media industry. As Editor-in-Chief for Germany, Switzerland, Austria & Balkans and as General Manager Europe, he has had responsibility for several hundred journalists over the past ten years. In addition, he has been Managing Director of Germany since 2018. The studied political scientist started his career in the 1990s at the Deutsche Presse-Agentur, where he reported as a correspondent on topics such as banks/ECB, economy, mergers & acquisitions and IPOs.

Alexander Geiser, Managing Partner at Hering Schuppener Consulting in Frankfurt, comments: "The current corona pandemic once again shows just how closely politics, the media and the capital markets are interlinked. Experience and deep insights are critical success factors in complex situations. Olaf Zapke is a media professional who contributes precisely this experience and is also an expert on the international media landscape and capital markets. This combination makes him a much sought-after adviser for our clients and a valuable addition to our team."

"I am extremely pleased to be able to contribute my international experience as a media manager to Germany's leading communications and strategy consultancy. The current historic period of upheaval significantly illustrates the enormous importance of professional and sustainable consulting for companies and institutions. Hering Schuppener holds an outstanding position here and enjoys an excellent reputation among its clients. That is why joining the Hering Schuppener team is also a matter close to my heart", explains Olaf Zapke.



*Olaf Zapke joins Hering Schuppener's
Capital Market Team as Managing Director*

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About Hering Schuppener

Hering Schuppener Consulting is one of the leading communications consultancies in Continental Europe and the clear market leader in Germany, with offices in Berlin, Düsseldorf and Frankfurt as well as an office in Brussels. Hering Schuppener has specialized in strategic communications solutions for companies in mission-critical situations such as M&A transactions, IPOs, restructuring and change processes as well as crises. Moreover, the company advises its clients on a continuous basis in reinforcing their reputation and managing their brand, in management and controlling of international communications activities, in issues related to corporate campaigning and corporate affairs, CEO positioning, digital corporate communication and transformation as well as in long-term press and investor relations activities.

Hering Schuppener Consulting, Finsbury and The Glover Park Group (GPG) are global leaders in M&A communications advisory and together form a strategic partnership. The combination of these three market leaders creates one of the few global platforms advising clients across all communication issues, leveraging over 500 consultants in 17 offices around the world. The partnership offers high-quality advisory and execution expertise tailored to the respective situation across all regions, disciplines and communication channels. Together the firms have advised clients on their biggest challenges including M&A, leadership change, major crises and complex issues within corporate and public affairs. In the past 10 years alone, they have advised on nearly 1,600 transactions with a total value of more than \$2.6tn.

More information at: www.heringschuppener.com | www.finsbury.com | www.gpg.com