

„Grüß‘ Gott, Munich!“ – Hering Schuppener to open new office

Frankfurt/Munich, September 18, 2020 – Hering Schuppener Consulting, Germany's leading strategic communications consultancy, is opening an office in Munich. For its expansion into the Bavarian capital, the company was able to win the former EVP Communications at ProSiebenSat.1 Media SE, Julian Geist, as a Senior Advisor. Together with Regina Frauen and Tanja Dorr, two Directors with many years of consulting experience at Hering Schuppener, he will drive the launch and expand the team from October 1, 2020. In the upcoming weeks, a number of Frankfurt colleagues and others will join the team in Munich.

Alexander Geiser, Managing Partner of Hering Schuppener Consulting, comments: “For us, Bavaria has been a top-priority market for many years now, with numerous close client relationships. Thus, we are even more pleased to establish and expand our local presence together with Julian and a strong team. Julian not only has an excellent network. We also got to know him during his time at ProSiebenSat.1 as a strategic thinker, a creative and results-oriented communicator and client with a truly global mindset – the perfect profile to manage our start in Munich as Hering Schuppener and from January as Finsbury Glover Hering”.

Julian Geist has strategic consulting experience in global client mandates, as well as an excellent network in the Bavarian corporate, political, cultural and media landscape. Until April 2017 he was Executive Vice President Corporate Communications and Public Affairs at ProSiebenSat.1 for nine years, responsible for the whole range of stakeholder communications. Most recently he was a partner at Kekst CNC. His charitable activities include serving as Deputy Chairman of the Board of the Patrons and Friends of the Bavarian State Library. He is also co-founder of “startsocial”, an initiative that promotes the systematic transfer of knowledge and networking between businesses and civil society. German Chancellor Angela Merkel is its patron.

Julian Geist says: “Munich is the most interesting business location in Germany. As a Munich native, I am, of course, completely unbiased. If you get the chance to support the market leader in strategic communications consulting in setting up an office here, you can only say “yes”. I have got to know Hering Schuppener over the last twelve years from many different angles: as a client, as a competitor, as a colleague on major mandates and always as a friend. I am very pleased that the team aspect has now been added. Together with our colleagues from Finsbury Glover Hering, we will build up an offering in Munich that creates value for our clients and the economic culture of the Bavarian Free State.”

Bavaria is one of the most important business locations in Germany with eight DAX30 companies, over 20 companies listed on the MDAX and SDAX and a large number of successful



family-owned companies. Additionally, Munich has a unique digital and tech ecosystem that has enabled ground-breaking start-ups through the collaboration of industry, universities and investors. With numerous strategically important branches of global tech companies, the location is gaining great importance and attracts talents and companies from all over the world.

In Munich, Hering Schuppener Consulting can be found from 1 October in the Ludwigpalais in close neighbourhood to the Odeonsplatz.

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About Finsbury Glover Hering

Finsbury Glover Hering is a global strategic communications consultancy headquartered in New York and around 700 multidisciplinary experts in the world's major financial, government, economic and cultural centers. The company emerged from the merger of the leading consultants for strategic communications, Finsbury, The Glover Park Group (GPG) and Hering Schuppener. It advises its clients on questions of Government Relations & Policy and Advocacy, Corporate Reputation & Leadership Strategies, Crisis & Issues Management, Transaction & Financial Communications and Business Transformation, based on Research & Insights, Digital Strategy, Media Planning & Creative Solutions.

Finsbury Glover Hering is represented in the following locations: Abu Dhabi, Berlin, Brussels, Dubai, Dublin, Düsseldorf, Frankfurt am Main, Hong Kong, London, Los Angeles, Moscow, Munich, New York, Beijing, Riyadh, Shanghai, Singapore, Tokyo and Washington D.C.

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