

### **Hering Schuppener expands to Switzerland with Maya Kunz**

*Frankfurt/Zurich, 12/9/2020* – The strategic communications advisory firm, Hering Schuppener Consulting (as of January 2021: Finsbury Glover Hering), is expanding its presence in Switzerland by recruiting a high-profile communications professional. In her role as Managing Director based in Zurich, Maya Kunz will advise companies, organizations and executives on strategic as well as proactive and issues-related communications. The Swiss native has over 15 years of professional experience in corporate communications and finance.

Maya Kunz recently worked as Head of Corporate Communications at BlackRock in Switzerland. In this role she led the communications and reputation strategy, and positioned the key leaders of the firm. Prior to joining BlackRock, Maya Kunz worked for nearly 10 years at Credit Suisse in London, New York and Zurich as a Senior Communications Manager and media spokeswoman. After earning a master's degree at the University of Fribourg, Maya Kunz began her career as a PR consultant and as a campaign manager in her hometown Bern.

Alexander Geiser, Managing Partner of Hering Schuppener and future CEO of Finsbury Glover Hering: «Switzerland and Zurich's financial center have always been of great importance for Hering Schuppener. We see great demand for our consulting services here. Among our clients are a number of multinational Swiss blue-chips as well as major mid-sized companies. With Maya Kunz we will now have a well-connected and internationally experienced Swiss communications expert on the ground. She is the perfect fit for our team, and we are really looking forward to further expanding our business in Switzerland with her.»

Maya Kunz will team up with Hendrik Bender, Managing Director in Frankfurt, who has been developing the firm's business in the Swiss market since the summer of 2020. In addition, a number of communications specialists among the roughly 700 consultants at Finsbury Glover Hering stand ready to support on Swiss projects. Prospectively, the firm also plans to further grow its team in Zurich.

Hering Schuppener is Germany's leading strategic communications advisory firm. Through the merger in January 2021, Finsbury Glover Hering will become one of the largest firms in the communications advisory sector globally.



Maya Kunz, Managing Director,  
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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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