

## Media release

### **Hirzel. Neef. Schmid. Konsulenten opens office in Geneva**

Zurich/Bern, 12 February 2009 – **Hirzel. Neef. Schmid. Konsulenten, the leading Swiss strategic communications consultancy, is now opening a branch in Geneva to add to its Zurich and Bern offices. The Geneva operation will be headed by Marie-Hélène Hancock (42), former Head of Corporate Communications at a leading private bank in Geneva.**

Marie-Hélène Hancock has many years of experience in advising international companies on corporate and financial communications, as well as in managing internationally active communications teams. Marie-Hélène Hancock graduated with a degree in corporate management and finance from the University of Geneva, and then completed postgraduate studies in visualization, communications and computer graphics at the Lumière University in Lyon and the FIT Lausanne. From 1992 she worked as a consultant at an internationally active consultancy firm in Geneva. In 1995 she joined Geneva-based private bank Pictet as head of press relations and corporate identity. From 2000 she was responsible for all corporate communications at the Pictet Group. Marie-Hélène Hancock holds joint Swiss, French and British nationality, and in addition to her twin mother tongues of French and English she speaks fluent German and Spanish.

Hirzel. Neef. Schmid. Konsulenten, Geneva, will focus primarily on developing communications strategies for nationally and internationally active businesses and institutions, advising on M&A and financial communications matters, crisis and issue management, as well as personal advisory work for the most senior individuals at companies and institutions.

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