

## Press release

### **Erich E. Vad, long-time advisor to the German Chancellor, becomes Partner at Hirzel.Neef.Schmid.Counselors**

*Zurich/Bern/Geneva, June 27, 2018* – Dr Erich E. Vad (59), long-term military policy advisor to German Chancellor Angela Merkel with the rank of Brigadier-General, will join Hirzel.Neef.Schmid.Counselors, one of Switzerland's leading strategic communications and financial consultancies, as a Partner.

Having previously studied history, Erich Vad wrote his doctoral thesis at the University of the German Federal Armed Forces in Munich on the modern relevance of Carl von Clausewitz's strategic thinking. After a lengthy international career as a strategic and security expert in the German Armed Forces, which included periods in the United States, NATO and the EU in Brussels, the German Ministry of Defense and Foreign Office and the Bundestag, he was appointed Group Leader in the advisory staff of the German Federal Chancellery and military policy adviser to the Chancellor in 2007. In 2010, he was promoted in this role to the rank of Brigadier-General in the German Armed Forces.

He left his job at the Federal Chancellery in 2013. Today, he advises businesses and organizations on strategic and security issues. Erich Vad knows Switzerland well. He appears regularly as a speaker on panel discussions and teaches at the Universities of Munich and Salzburg.

Erich Vad's consultancy activities at Hirzel.Neef.Schmid.Counselors will principally bear on:

- Strengthening relations with government agencies, parliament, companies and business associations in Switzerland and Germany
- Developing and implementing strategies within change and adaptation processes
- Crisis communication and crisis management; corporate security precautions
- International security and risk analysis; preserving digital self-determination
- Consultancy on leadership and strategy in the military, politics and business
- Preparing and implementing complex negotiating situations

Hirzel.Neef.Schmid.Counselors is very pleased to welcome Eric Vad, an experienced strategist and expert in risk assessment, issues management and crisis resolution. He complements and strengthens the consultancy's existing portfolio of strategic and analytical skills. Through his personal contacts, he will strengthen still further the firm's ability to provide clients with direct access to key stakeholders, enabling them in mastering the complex challenges of communications and reputation management.

# Hirzel.Neef.Schmid.Counselors

## Further information

Dr. Victor Schmid

### **Hirzel.Neef.Schmid.Counselors**

Communications and Management Consultancy

Zürich – Bern – Genève

Phone +41 43 344 42 42

Email [info@konsulenten.ch](mailto:info@konsulenten.ch)

[www.konsulenten.ch](http://www.konsulenten.ch)

## About us

Hirzel.Neef.Schmid.Counselors is Switzerland's leading consultancy for strategic communications and public affairs with offices in Zurich, Bern and Geneva. The partners at Hirzel.Neef.Schmid.Counselors regard themselves as advocates for their clients, which include leading national and international businesses from all sectors, as well as numerous major organizations and institutions. The Counselors have broad international experience, proven expertise in communication, issues and crisis management, and a comprehensive network of personal relationships in business, politics, culture and public life. Hirzel.Neef.Schmid.Counselors is the leading consultancy in Switzerland for M&A transactions and issues management. It is the only Swiss member of [AMO](#) and [Fipra](#), the world's leading international consultancy networks for financial communications and public affairs.