

## Press release

### **Rob Hartmans becomes Partner at Hirzel.Neef.Schmid.Counselors**

*Zurich/Bern/Geneva, June 20, 2018* – On July 1, 2018, Rob Hartmans, former communications director of Helsana and since 2015 an independent business consultant focusing on insurance and healthcare, becomes a Partner in Hirzel.Neef.Schmid.Counselors, one of Switzerland's leading communications and financial consultancies.

Rob Hartmans (55) has more than 20 years' experience as a communications and management executive at leading Swiss insurance companies and as an independent consultant. He worked as a journalist until 1996 and then joined Zurich, where he finished as Group Head of Global Internal Communications. At Swiss Life (2001-2006) Rob Hartmans was responsible for PR and media work in the Swiss market. Then for 8 years he had overall charge of communications at leading health insurer Helsana. Since 2015, he has been a successful independent consultant for strategy, communication and policy.

Rob Hartmans is now bringing his comprehensive experience and expertise to Hirzel.Neef.Schmid.Counselors, reinforcing the partnership in the following areas:

- Advising insurance companies on developing and implementing positioning strategies against a challenging political and regulatory environment
- Advising companies and other players in the pharmaceutical and medical technology sectors, as well as private and public hospitals and rehabilitation facilities, about market developments and adapting to changing customer needs
- Support for healthcare companies going through crises and change processes
- Advising trade associations and lobby groups in the healthcare, pharmaceutical and insurance sectors

## Yves Böni becomes Principal at Hirzel.Neef.Schmid.Counselors

Also joining Hirzel.Neef.Schmid.Counselors on July 1, 2018 is Yves Böni (34), who will add strength to the financial services practice in particular.

After completing a master's degree in marketing, services and communication management at the University of St. Gallen (HSG), Yves Böni started his career at strategic communications consultant Hering Schuppener in Frankfurt am Main, where he worked from 2009 to 2014 with a wide range of corporate communications clients. He then worked as media spokesperson for UBS AG in Zurich from 2014 to 2016. In 2016, he joined the world's largest asset manager BlackRock in Zurich, where he headed corporate communications for the Swiss market. Most recently, he worked at BlackRock in London as chief of staff and personal adviser to BlackRock's Vice Chairman Philipp Hildebrand.

Yves Böni specializes in consultancy in the following areas in particular:

- Strategic positioning of companies, leaders and projects
- Giving leaders personal advice and coaching on communications within and outside their business.
- Developing and implementing communications strategies for businesses in mission-critical situations (restructurings, acquisitions and mergers)
- Issue management and crisis communications

### Further information

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### About us

Hirzel.Neef.Schmid.Counselors is Switzerland's leading consultancy for strategic communications and public affairs. It has 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 industries, as well as numerous major organizations and institutions. The Counselors have broad international experience, proven expertise in communication, issue 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 issue management. It is the only Swiss member of [AMO](#) and [Fipra](#), the world's leading international consultancy networks for financial communications and public affairs.