

Media release

Dr Thilo Goodall-Rathert joins Hirzel.Neef.Schmid.Counselors as a partner

Zurich, 28 February 2024 – Dr Thilo Goodall-Rathert will join Hirzel.Neef.Schmid.Counselors (HNS), Switzerland’s leading communications and business consultancy, on 1 April 2024. Hirzel.Neef.Schmid.Counselors is thus strengthening the business advisory expertise within the partnership.

Thilo Goodall has over 20 years of experience in analysing corporate strategies and market positioning. He combines this expertise with many years of experience in communicating complex issues.

Thilo Goodall says: «Experience in analysing companies is the ideal starting point for consulting. A strategy and its implementation as well as market positioning are only successful in the long term if they are understood. Communication is crucial for this. I am extremely pleased to be able to contribute to the successful further development of Hirzel.Neef.Schmid.Counselors and to be able to contribute my knowledge and experience for our clients».

Thilo Goodall’s knowledge and experience in the areas of corporate analysis, market positioning, ESG strategies and capital market transactions ideally complement the HNS partnership. They strengthen the market positioning of HNS as a leading strategic communications and business advisory firm. The partnership is very pleased to welcome Thilo Goodall, a recognised expert, as a partner.

After completing a banking apprenticeship, Dr Thilo Goodall-Rathert studied economics at the Albert-Ludwigs-University in Freiburg im Breisgau and at the University of Wisconsin in Madison. During his studies and beyond, he taught economic theory, mathematics and statistics at various teaching institutions before joining Swiss Bank Corporation in Basel as an analyst. During this time, he completed his doctorate at the Albert-Ludwigs-University on the subject of decision theory. His career at UBS, at SAM Sustainable Asset Management as Head of Portfolio Management and most recently as Chief Investment Officer at Frankfurter Bankgesellschaft Group focused on corporate analysis, investment decisions, and their effective communication.

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Hirzel.Neef.Schmid.Konsulenten AG was founded in 1997 and is a partnership of leading, internationally experienced Swiss consultants in strategic communications and public affairs. They advise their clients in the areas of corporate communications, public relations, financial and capital market communications, crisis communications, mergers & acquisitions and public affairs and support them in developing and implementing the right strategies and content.