

Media release

Lukas Gresch-Brunner joins Hirzel.Neef.Schmid.Konsulenten as a partner

Zurich, 13 November 2024 – Lukas Gresch-Brunner is announced as Co-owner and Partner at Hirzel.Neef.Schmid.Konsulenten, Switzerland's leading company for strategic communications and business consulting. The former Secretary General of the Federal Department of Home Affairs brings many years of experience and an extensive network to Hirzel.Neef.Schmid.Konsulenten in Bern, expanding its expertise in public affairs.

Lukas Gresch-Brunner will join the Partners at Hirzel.Neef.Schmid.Konsulenten on 1 January 2025. The 52-year-old was Secretary General of the Federal Department of Home Affairs from 2020 to early 2024, after 8 years as State Chancellor of the Canton of Lucerne. This followed twelve years in responsible positions within the Federal Administration, including Deputy Head of the Division Europe of the Federal Departments of Foreign and Economic Affairs and Advisor to Federal Councillor Joseph Deiss and Federal Councillor Doris Leuthard. Gresch-Brunner studied International Relations at IUHEID (now the Geneva Graduate Institute) and European Politics at the College of Europe in Bruges.

Acutely familiar with the political mechanisms in Bern and the cantons, Gresch-Brunner is also a leading expert on Switzerland's international relations, especially with the European Union, and has an impressive network at home and abroad as a result. The Partners at Hirzel.Neef.Schmid.Konsulenten are delighted at the prospect of strengthening its public affairs capabilities.

As Secretary General of the Federal Department of Home Affairs, Gresch-Brunner gained valuable experience in crisis management and communication, especially during the Covid-19 crisis, and expanded his knowledge of administrative processes and his network with key players in Switzerland. As a former State Chancellor and, with that, Chief of Staff of the Lucerne Government and Secretary General of the Cantonal Parliament, he also has in-depth knowledge of cantonal affairs. This experience and his studies have cultivated Gresch-Brunner's close-knit network of contacts, especially in Central Switzerland, but also in French-speaking Switzerland.

Thanks to his academic studies and many years of experience in relations between Switzerland and the EU, he also promises to bolster EU-related intelligence at Hirzel.Neef.Schmid.Konsulenten. As a former co-chief-negotiator in the Division for European Affairs, Gresch-Brunner offers added value for the clients of Hirzel.Neef.Schmid.Konsulenten against the backdrop of the current clarification of the bilateral relationship between Switzerland and the EU, in particular in the areas of free movement of persons, economic, financial and tax issues, foreign trade, infrastructure and transport, education, research and technology, health, energy and the environment.

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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.