

Hirzel.Neef.Schmid.Konsulenten

Media release

Alice Chalupny joins Hirzel.Neef.Schmid.Konsulenten as a partner

Zurich, 23 May 2023 - Alice Chalupny, Chief Communications Officer at La Mobilière, will become a partner at Hirzel.Neef.Schmid.Counselors, Switzerland's leading strategic communications and business consulting firm.

Alice Chalupny will join Hirzel.Neef.Schmid.Konsulenten as of 1 October 2023. The 43-year-old studied International Relations at the University of Zurich. She then worked for 15 years as a media professional in various leadership positions for major Swiss media houses, most recently as head of the business section at "Sonntagszeitung". During this time she published a successful non-fiction book entitled "Victory and Vekselberg" on the series of takeovers in Swiss industry in the mid-2000s.

Alice Chalupny then moved to fenaco, an agricultural, energy, food and retail company operating in Switzerland and internationally with over 16,000 employees, as Head of Communications. From mid-2019, she was head of corporate communications at the insurance company La Mobilière. She is a lecturer in communication at universities of applied sciences.

Chalupny has many years of experience in reputation management for brands and personalities, private market M&A, corporate, leadership and crisis communication as well as open source intelligence.

Alice Chalupny brings a broad network to Hirzel.Neef.Schmid.Counselors in addition to her expertise. Her areas of expertise include consulting in connection with the development and implementation of communication strategies, the positioning of entrepreneurs and leaders, communication during reorganisations, such as in the context of digital transformation, and sustainability 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.