

# lemongrass communications

Press release

## **Lemongrass Communications expands partnership**

**Zurich, 4 July 2017 – Andreas Hildenbrand and Hans-Peter Wäfler joined Karin Rhomberg, Cornelia Schmid and Peter Hartmeier as partners of Lemongrass Communications as per the beginning of July 2017.**

**Andreas Hildenbrand**, 50, is an experienced communications consultant and joins Lemongrass Communications as a co-owner and partner. He had previously been part of the Lemongrass team from 2009 until 2014. Andreas Hildenbrand has worked in corporate communications for 25 years. In addition to senior positions at Credit Suisse Group and Swiss Life Group, he most recently served as Group Head of Marketing & Communications at Zurich Insurance Group, a position he held from 2014 until 2017. Andreas Hildenbrand has a degree in economics from the University of St. Gallen and a Swiss federal diploma in public relations. As a consultant, his areas of expertise are positioning companies and their executives, communications support for crisis situations and strategic projects (restructurings, mergers, acquisitions), serving as an unbiased sparring partner for executives, as well as media relations, ad-interim management and ghostwriting.

**Hans-Peter Wäfler**, 43, is now also co-owner and partner of Lemongrass Communications. He has extensive experience in communications, media and publications at the nexus between business and politics. Before joining Lemongrass Communications as a senior consultant in February 2016, he was a spokesperson and Deputy Head Group Media Relations at Credit Suisse from 2010 until 2015. Prior to this, he worked as a Swiss and foreign editor at Aargauer Zeitung, as an economist at Credit Suisse with a focus on the EU and its relationships with Switzerland, and as a reporter for Swiss Radio SRF. Hans-Peter Wäfler holds a master's degree in history, political science and economics from the University of Zurich, and graduated from the Swiss School of Journalism MAZ. His consulting expertise includes corporate and financial communications, analysis and strategy, messaging and ghostwriting, as well as concepts for and implementation of publications, both print and online.

### **Independent communications advice since 2005**

Since its founding in 2005, Lemongrass Communications has established itself as an independent advisory boutique with comprehensive communications and management expertise. Focus areas include corporate communications, transaction-related and financial communications, reputation management, litigation & crisis PR, sponsoring- and project-related consulting as well as moderation, speeches and texts. Lemongrass' clients include listed and privately-owned companies in Switzerland and abroad, companies in crisis or turnaround situations, sponsors and organizers of sports, cultural and business/political events, non-profit organizations as well as individuals from the worlds of business, politics and the arts.

With Andreas Hildenbrand and Hans-Peter Wäfler, Lemongrass Communications has expanded its partnership comprising Karin Rhomberg, Cornelia Schmid and Peter Hartmeier, and is further increasing its service capabilities. In addition to team members Marc-André Buchter and Bettina Loustalot, Lemongrass will also continue to work with Barbara Heller, CEO of SWIPRA Swiss Proxy Advisor, as an of counsel in corporate governance and defense advisory, and to cooperate with [www.speakers.ch](http://www.speakers.ch) for the content development of events.

Further information can be found at [www.lemongrass.agency/en](http://www.lemongrass.agency/en).

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