

lemongrass communications

Press Release

Caroline Scherb to join Lemongrass Communications as new partner

Zurich, 4. September 2019 – **Caroline Scherb, Chief Communications Officer at Swiss Re, will join Lemongrass Communications as of 1 January 2020, strengthening the team as new partner.**

After more than 20 years in leading positions in corporations, Caroline Scherb has decided to return to the consulting side of business and join Lemongrass Communications as new partner, effective January 1, 2020. In this new capacity, she will advise boards of directors and senior executives on reputational and positioning matters, support transformational processes and consult companies in organizational design and staffing of communication functions. Having worked at international companies across various industries, Caroline can draw on broad leadership experience in brand management, internal and external communications as well as employee engagement.

Since 2010, Caroline Scherb has served as Chief Communications Officer of Swiss Re, being responsible for all internal and external communications matters world-wide. In this position, she was instrumental in strengthening Swiss Re's reputation and differentiating the company as industry and thought leader in an increasingly networked world. Caroline has successfully advanced Swiss Re's brand positioning by strategically aligning branding, marketing communications, media relations, leadership and employee communications, digital competencies and art and cultural engagements and employing integrated campaigns worldwide.

Prior to Swiss Re, Caroline worked for the chemical group Ciba, where she assumed overall responsibility for the company's communications in 2005 and played a key role in its integration into BASF in 2009/2010. She gained her initial consulting experience at Ketchum, a leading international PR agency, where she mainly worked with consumer good companies and was based in Munich and New York. Caroline Scherb studied Marketing Communications in Munich and holds an Executive Master of Science in Communications Management from the University of Lugano.

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 Caroline Scherb, Lemongrass Communications is expanding its partnership comprising Karin Rhomberg, Cornelia Schmid, Peter Hartmeier, Hans-Peter Wäfler and Andreas Hildenbrand as well as further increasing its service capabilities. Lemongrass will also continue to work with Barbara Heller, CEO of SWIPRA Services, as an of counsel in corporate governance and defense advisory, and with Esther Girsberger, CEO of speakers.ch, for the content development of events.

Further information can be found at www.lemongrass.agency/en.

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