

PRESS RELEASE
For Immediate Release
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KREAB continues to expand its presence in Europe

Brussels: KREAB is pleased to announce a new strategic partnership with **Marcus Stober**, who is appointed Managing Partner of KREAB Switzerland. **Marcus** will support the firm's strategic communication advice in Switzerland as part of our European expansion.

Marcus brings over two decades of international expertise in public affairs, communications, and crisis and issue management. Having held in-house roles on the client side and served as a strategic advisor to numerous multinational companies, he has managed complex corporate matters and high-stakes communication programs.

In 2016, **Marcus** founded **Alpine Global Counsel Sàrl**, a boutique consultancy which will now operate as KREAB's Swiss affiliate. The company offers comprehensive tailored strategic advisory services for organisations entering or operating in Switzerland. KREAB Brussels and KREAB Switzerland will work closely to serve clients, providing deep expertise in navigating regulatory frameworks, stakeholder engagement, and policy landscapes across diverse sectors.

The KREAB team looks forward pursuing joint opportunities together with Marcus in Switzerland, as we expand our offer to this important market in Europe. The partnership underscores KREAB's commitment to delivering tailored, high-impact advisory services across Europe.

Commenting on the new cooperation, **Karl Isaksson**, CEO of KREAB Worldwide, said:

"We are proud to welcome Marcus Stober to KREAB as we expand our footprint. Marcus' proven ability to navigate complex issues reflects the quality and ambition we seek in our partnerships."

Marcus comments:

"We're very proud to be associated with KREAB - a company that has been at the forefront of our industry for decades. Together we'll be able to assist and deliver high-impact advice in Switzerland and across multiple markets"

Background

KREAB, founded in 1970, is a global strategic communications consultancy with a team of 500 consultants of 40 nationalities in 25 countries serving 700 clients. KREAB advises on issues of strategic importance in business, finance, and politics, helping clients to solve complex communications challenges and to achieve their strategic goals

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