

**PRESS RELEASE**  
**For Immediate Release**  
**January 12<sup>th</sup>, 2026**

**Kreab welcomes Michele Morena to its  
senior team in Brussels**

**Brussels:** KREAB is pleased to announce the appointment of **Michele Morena** as Senior Partner. Michele, who has been at Kreab for 17 years, is a Senior Public Affairs expert with experience advising leading global companies on EU and Member State policy, legislative, and regulatory issues.

**Michele** brings extensive expertise in designing and executing public affairs strategies, managing political and regulatory risk, and supporting clients with political due diligence and advocacy campaigns. He is skilled in building high-level institutional relationships and optimising clients' engagement with policymakers and stakeholders at the EU and national levels.

Michele joined Kreab in 2009 as Associate Director. Through his roles in the Financial Services team, he has supported Kreab's clients by providing strategic counselling, crafting public affairs strategies and leading advocacy efforts. His expertise in the Financial Services sector makes him a great asset to the Kreab team.

Kreab Brussels looks forward to continuing its collaboration with Michele. Commenting on his new role, **Tuomas Tierala**, Brussels Office Managing Partner, said:

“Over the past 17 years, Michele has been essential in establishing Kreab as the leading financial services public affairs consultancy in Brussels. His expertise, client dedication, and leadership make him the natural choice to lead our financial services team as Senior Partner. I look forward to seeing him build on this success in his new role.”

**Michele** comments:

“I am delighted to take on this new role at Kreab at a time when regulatory change and geopolitical uncertainty are profoundly shaping the agenda in Brussels and across the EU. Over the past 20 years, I have seen how rigorous, forward-looking public affairs can help companies engage constructively with policymakers and contribute to better, more workable outcomes. As Senior Partner, my focus will be on helping clients anticipate what is coming, navigate political and regulatory risk, and engage with EU and national institutions in a way that is both strategic and responsible. I am very proud of what we have built in our Brussels office and

look forward to continuing this work with such a highly skilled and international team.”

## **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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