

PRESS RELEASE
For Immediate Release
March 11th, 2026

**Kreab Brussels welcomes new
Senior Advisor Torben Toft**

Brussels: KREAB is pleased to announce the appointment of **Torben Toft** as Senior Advisor. Torben previously served as Senior Expert in the International Relations Unit of the European Commission's DG Competition.

During his more than 20 years as a lawyer at the European Commission, **Torben** managed enforcement cooperation as well as technical cooperation programs focused on sharing knowledge on antitrust, mergers and state aid control. With particular expertise in African and Asian jurisdiction, as well as deep knowledge of the inner workings of competition authorities, he designed and implemented the EU's flagship competition cooperation projects in Asia and Africa, relying on his enforcement experience.

Throughout his career, he built senior-level relationships across cultures and jurisdictions, anticipating challenges to mitigate or avoid them. He engaged with a wide range of authorities across the EU, Asia and Africa as well as private practitioners and academics. He developed strong political awareness and has extensive experience in building networks to facilitate and deliver impactful projects.

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

"We are delighted to welcome Torben to our team as Senior Advisor. His deep expertise in competition law and policy will be an invaluable asset as we continue to navigate complex regulatory challenges and support our clients' strategic objectives. We look forward to benefiting from his insights and experience, particularly as the regulatory landscape becomes increasingly dynamic and sophisticated. I am confident that your contributions will strengthen our firm's capabilities and further enhance the comprehensive advice we offer our clients"

Torben comments:

"I am very happy to take on this new role at Kreab at a time when regulatory change and geopolitical uncertainty are re-shaping the EU agenda. As a Senior Advisor, my focus will be on helping clients navigating in the changing regulatory environment. I look forward to begin working with KREAB's highly skilled team."

Background

KREAB, founded in 1970, is a global strategic communications consultancy with a team of 500 consultants in over 30 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.

Contact

Tuomas Tierala, Managing Partner, tuomas.tierala@kreab.com, +32 465 41 13 61

Kreab Brussels, Rond-point Schuman 2 – 4, 1040 Brussels