

HELENA NORRMAN JOINS KEKST CNC AS PARTNER AND JKL AS MANAGING DIRECTOR

Stockholm/Munich/NYC, January 18, 2019 – Helena Norrman will become a Partner at global strategic communications firm Kekst CNC. She will also be appointed the new Managing Director at JKL, the Nordic branch of Kekst CNC.

In her current role as Chief Marketing and Communications Officer at Ericsson, Helena Norrman heads global marketing and corporate relations and is a member of Ericsson's Executive Team. Her responsibilities include marketing, branding, communications, sustainability and public affairs. Ericsson is one of the leading global providers of Information and Communication Technology to service providers – about 40% of the world's mobile traffic is carried through Ericsson's networks. It had 100,700 employees worldwide and recorded sales of over 20 bEUR in 2017.

Helena Norrman says: "I am very excited to join Kekst CNC and JKL at a time when communications have become an essential part of the decision making process and corporate strategy. After 20 years in an in-house role and seven years in Ericsson's Executive Team, I'm excited to bring my experience to strategic communications consulting in a globally active firm. I also look forward to leading a superb team of highly skilled and experienced communication professionals in Stockholm and to working with global clients as part of the Kekst CNC team."

Bernhard Meising, Co-Chief Executive Officer of Kekst CNC, says: "There are very few communicators in Europe with Helena's scope of experience. At Ericsson, she translated business strategy into efficient global outreach shaping the company's brand and perception. Her experience in supporting growth agendas as well as company transformation through effective communications is at the core of what Kekst CNC does for our clients on a global scale. Helena will contribute decisively to our ambition to build the leading global strategic communication consultancy. We are thrilled to welcome her to our team."

Maria Grimberg, currently Managing Director and Partner at JKL, has decided to leave Kekst CNC.

Maria Grimberg says: "I have never had a single boring day during my years at JKL and am grateful for the opportunity to work with so many professional clients, smart and fun team members and in many high-stakes and professionally challenging situations. Some months ago I decided that it was time for a change and I really look forward to a new chapter."

Bernhard Meising, Co-Chief Executive Officer of Kekst CNC, says: “Maria is one of the most impressive advisors I had the honor to work with. We are obviously sad to see her leave, but we respect her desire for a change after such a long time. Everyone at Kekst CNC is deeply grateful for her contribution and commitment over so many years.”

Maria Grimberg will move on to a role of Director of Communications at NCC, one of the leading construction and property development companies in the Nordic region.

Helena Norrman joined Ericsson in 1998, working with media relations. 2006-2008 she was head of Internal Communications. In 2008 she added Marketing Communications to her responsibilities and in 2011 she was promoted to Chief Communications Officer. Three years later she took on the role as Chief Marketing and Communications Officer, prioritizing the formation of a stronger Marketing and Communications function. Before Ericsson Helena worked at JKL in 1997 and 1998. She earned a Master’s degree in International Business Administration from Linköping University in Sweden.

Helena Norrman is expected to assume her new role by July 1.

About Kekst CNC

Kekst CNC was formed in late 2018 when two of the world’s premier strategic communications firms, Kekst, founded in 1970, and CNC, founded in 2002, combined their teams and capabilities to build the leading global strategic communication consultancy worldwide. Our global team of more than 250 experienced professionals serve clients, from our 12 offices in New York, London, Munich, Berlin, Frankfurt, Brussels, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm where Kekst CNC is JKL. As trusted advisors, the firm brings expertise on such high stakes matters as: M&A, shareholder activism and governance, crisis communications, restructurings, regulatory investigations, litigation support, investor relations, IPO communications, issues and reputation management, change management and employee engagement, as well as digital and social communications. Kekst CNC is part of the Publicis Groupe, the world’s third largest communications group.

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