

# Kekst CNC appoints new Managing Director in Brussels

**Brussels/Stockholm, 22 May 2019 – The global strategic communications firm Kekst CNC appoints Lars Lindblad as Managing Director in Brussels, effective 1 June 2019.**

The appointment strengthens Kekst CNC's European affairs offer in Brussels and beyond. Lars Lindblad is currently the Deputy Managing Director of JKL in Stockholm, the Nordic branch of Kekst CNC.

A strengthened offer in Brussels is a logical step for the fast-growing communications organization, which advises clients globally on business-critical issues concerning growth, transformation and the protection of reputation.

“Lars has the right experience and expertise to lead our Brussels business, following his eight-year tenure at JKL in Stockholm. His deep understanding of European and national politics makes Lars an excellent choice for leading the development of Kekst CNC's European Affairs capabilities. We are very happy that he has decided to take on this important role”, says Bernhard Meising, Co-CEO of Kekst CNC.

“I look forward to returning to Brussels to lead the team and to strengthen the European Affairs advice we can offer our clients. I join at a critical time for the EU, with important elections looming, and with clients increasingly keen to understand the new political landscape”, says Lars Lindblad.

Lars Lindblad is a senior communications and public affairs advisor with a background in Swedish and European politics, including twelve years as Member of the Swedish Parliament. Among several positions, Lars was Parliamentary Group Leader for the Moderate Party 2006-2010, serving as the party spokesperson in European Affairs and as an advisor to a Swedish Member of the European Parliament. Lars has experience from a variety of advisory roles within communications, crisis management and public affairs for both Swedish and international organizations.

**About Kekst CNC**

Kekst CNC is a global strategic communications consultancy that was formed in late 2018 when two market-leading firms, Kekst, founded in 1970, and CNC-Communications & Network Consulting, founded in 2002, combined their teams and capabilities. The combination built on years of collaboration on many cross-border clients and projects and their shared culture of how they work with clients. The firm currently has 250 professionals in 12 offices across the U.S., Europe, the Middle East, and Asia. Kekst CNC is part of the worldwide Publicis Groupe [Euronext Paris FR0000130577, CAC 40]. For further information, please visit [www.kekstcnc.com](http://www.kekstcnc.com).

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