

Marion Horn joins Kekst CNC as Partner

Munich / Berlin / Frankfurt, 10 December 2020 – Kekst CNC, one of the leading global strategic communications consultancies, is strengthening its leadership team with the addition of Marion Horn, one of Germany's most high-profile journalists. After more than six years as editor-in-chief of Bild am Sonntag, Germany's highest-circulation Sunday paper, Horn will join Kekst CNC as Partner on 1 January 2021.

Horn looks back on a 30-year career in top positions in German-language journalism. During this time, she oversaw major German publications such as dailies Bild and Hamburger Morgenpost and played a crucial role in driving the development of digital business models in journalism.

In her role as Partner, Horn will apply her journalistic expertise when advising Kekst CNC's clients in areas such as mission-critical change processes, special situations, reputational matters, and crisis communications.

Marion Horn: "I am excited for the change in perspective as well as Kekst CNC's international orientation and strong growth dynamics. Successful media relations work can be challenging but is also full of opportunities. I look forward to developing resilient narratives and clear storytelling around complex issues. And I am very much looking forward to getting to know my new colleagues at Kekst CNC and benefiting from their great know-how."

Bernhard Meising, Co-CEO and partner of Kekst CNC: "Marion Horn is a media professional who is full of ideas and infectious energy. She will inspire our customers and team alike. She will also make a significant contribution to the expansion of our digital competence in Berlin and globally."

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About Kekst CNC

Kekst CNC is a leading global strategic communication consultancy. A team of more than 250 experienced professionals serves clients from 13 offices in New York, London, Munich, Berlin, Frankfurt, Paris, Brussels, Tokyo, Seoul, Hong Kong, Dubai, Abu Dhabi and Stockholm. Kekst CNC supports companies and organisations in developing and implementing mission-critical communications – both digital and analogue. This includes the areas of M&A communications, shareholder activism and corporate governance, IPO communications, restructurings, litigation support, investor relations, issues and reputation management, and change management and employee engagement, as well as digital and social communications.

Kekst CNC was created in 2018 from the combination of Kekst, the pioneer in strategic communications from New York, and the European market leader CNC Communications & Network Consulting. Kekst CNC is part of Publicis Groupe, the world's third largest communications group.

For more information, visit: www.kekstcnc.com.

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