



Press release

Max Hohenberg joins Kekst CNC as Partner

Munich, 29 September 2022 - Kekst CNC, a leading international communications consultancy, is strengthening its leadership team with the appointment of Max Hohenberg, an internationally experienced and distinguished communications professional. He joins as a Partner in Kekst CNC's Munich office on 1st October 2022, having most recently been Head of Communications at UniCredit in Milan.

Max returns to Kekst CNC having worked at the firm from 2002, becoming a Partner in 2013. He is a trained banker with broad international experience in advising on complex special situations, such as M&A, IPOs and restructuring mandates. He also led the repositioning of the Principality of Liechtenstein to implement an international tax cooperation framework, as well as advising on the reorganisation of the Istituto per le Opere di Religione IOR (Vatican Bank) under Pope Francis. In 2018, Max relocated to Milan as Head of Communications at UniCredit where, for the past four years, he was responsible for the group's communications in all its markets.

Bernhard Meising, Co-CEO and Partner: *"I'm delighted to welcome Max back to our company. He has extensive international experience in all areas of strategic communications with deep understanding of clients' interests and needs. His strong network in business and the media will be a true asset. Max is a team player and embodies the Kekst CNC culture, and we consider ourselves extremely fortunate to have him back with us."*

About Kekst CNC

Kekst CNC is a global strategic communications firm that specializes in protecting and enhancing reputations. From 14 locations around the globe, our team of 250 professionals provides expert communications counsel informed by judgment, insights, and data-led analysis. We apply our communications expertise across high-stakes corporate, financial, and political matters, helping businesses communicate effectively through periods of disruption, transformation and growth. Kekst CNC is part of the Publicis Groupe.

Further information is available at www.kekstcnc.com.

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