

Media release

Farner acquires change specialist Enzaim

Zurich, 3 September 2015 – Farner Consulting, the leading Swiss communications agency, is further strengthening its consulting portfolio with the takeover of Enzaim, an agency specializing in change communication and organizational development, effective 1 October 2015. This move rounds out Farner's consulting spectrum by adding an additional area of future-proof expertise.

Enzaim's consultants will continue to support their existing clients, who – along with Farner's client base – will now benefit from an even wider range of consulting services.

The Zurich-based consulting firm Enzaim has been in business for 12 years and is successfully managed by its three partners Cordula Rieger, Tanja Passow and Nils Rickert. Enzaim has established itself as a leader in organizational development, specializing in the disciplines of change communication, organizational culture and change management. At Farner, the Enzaim team of experts will form a division specializing in change facilitation, thus making an important contribution to rounding out the consulting services and expertise offered by the Farner agency.

“We are seeing an ever-growing need on the part of clients to shape and communicate changes in such a way that their employees are prepared to join them on the journey. C-level management has realized that large-scale change projects often fail, and that bringing in professional support can be seen as an investment in the company's success”, says Nils Rickert, former partner of Enzaim and new member of the Management Committee of Farner Consulting. Roman Geiser, CEO and Managing Partner of Farner: “By pooling the expertise of Enzaim and Farner, we want to do justice to our reputation as Switzerland's top full-service agency, again, and provide our clients with integrated solutions from a single source. We are tapping into new, complementary markets in HR and organizational development – both of which we had already identified in recent years as growth areas.”

Moreover, as Swiss representative of international change consulting firm Metaplan (www.metaplan.com), Enzaim brings an important additional partnership to its future with Farner. Farner will continue to use this relationship to develop the business – as it already does through its established partnerships with other international agencies.

The Board of Directors, partners, Management Committee and employees of the Farner agency are highly delighted with this new addition to the consulting portfolio and look forward to welcoming the Enzaim Team to Farner in October.

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Nils Rickert, Cordula Rieger, Tanja Passow and Roman Geiser (from l. to r.)

About Farner Consulting AG

Farner Consulting (www.farner.ch) has been Switzerland's leading PR and communications agency for many years (source: BPR agency ranking). Founded in 1951, the owner-managed agency now has offices in Zurich, Berne, Basel, Lausanne, Geneva and Lugano. Its services are centred on public relations, public affairs, online relations, branding, advertising and corporate events and live communication.

In 2012 and 2015 Farner was named "D-A-CH Agency of the Year" at the European SABRE EMEA Awards.

Internationally, Farner is the exclusive affiliate of FleishmanHillard in Switzerland. The agency employs more than 80 people.



Nils Rickert

Nils Rickert launched his career as a project manager in corporate HR at Hilti AG in Liechtenstein. As Executive Director of UNITECH International, he was later closely involved in setting up a European university network. In 2003, he found start-up company Enzaim. Nils Rickert holds a degree in Leadership and Human Resource Management from the University of St. Gallen. He also earned an Executive Master of Science degree in Communications Management from the University of Lugano, Switzerland, and a CEMS Master's degree in International Management. He lectures at the Zurich University of Applied Sciences in Winterthur (ZHAW).



Cordula Rieger

Cordula Rieger began her career at the former Unaxis Group (now OC Oerlikon), where she was responsible for internal communications for five years, during a period in which the company went through a change of both ownership and management. In 2006, she joined Enzaim as a partner, where she has since been advising clients in a wide range of fields on change processes. Cordula Rieger studied European Business Studies in Regensburg and Oxford, and holds an Executive Master of Science degree in Communications Management from the University of Lugano, Switzerland. She lectures at the Zurich University of Applied Sciences in Winterthur (ZHAW). Cordula Rieger is a member of the Board of Perikom, a professional association that aims to improve collaboration between the internal communications and HR functions.



Tanja Passow

Tanja Passow started her career as a conference interpreter and translator for German, English, and French. She then went on to work in corporate communications at Mettler-Toledo International, where she was responsible for both internal and external communications. In 2005, she became a partner at Enzaim and has since played a pivotal role in the company's development as well as advising clients in a wide range of fields on change processes. Tanja Passow holds a degree in Translation and Conference Interpreting and an Executive Master of Science degree in Communications Management from the University of Lugano, Switzerland. She is as an assessor for the Zurich University of Applied Sciences in Business Administration (HWZ), where she also lectures.