

Media Release

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Empowering women at IRF

IRF, a leading consultancy for strategic communication, is reinforcing its ranks with the addition of two experienced senior consultants – both of whom have worked for us before – and one consultant, all three of whom are women:

Yasemin Diethelm-Ersan, part of the team since late June, has gained experience in financial communications and investor relations at IRF and its predecessor company Wirz Investor Relations. She also spent five years as an equity analyst at ZKB with a focus on medical technology. Most recently, she has been devoting her attention to developing Interaction Partners, a technology company that specialises in investor relations. She has a master's degree in Banking from the University of St. Gallen.

Martina Müri had been a PR manager at the University of St. Gallen's Executive School of Management, Technology and Law for four years before leaving to join IRF in early July. Prior to that, she was a consultant at IRF for six years, dealing with everything from financial PR to media work, as well as working in corporate communications at Thurgauer Kantonalbank for two years. She has a master's degree in International Affairs & Governance from the University of St. Gallen. She is also on the Board of Directors of Frauennetz Gossau.

Laura Berkes will be joining IRF as a consultant on 1 August. She recently graduated from the University of Hohenheim with a bachelor's degree in Communication Science. Parallel to her studies, over the last three years she has been working as a student trainee and intern at communications consultancy companies in Germany, most recently FTI Consulting, an international network partner of IRF.

Recent years have seen IRF establish itself as one of Switzerland's leading business consultancies. IRF's established customer base includes about 40 Swiss and international companies. IRF has also made a name for itself in crisis communications and monitoring capital market transactions.

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