



Media release

**IRF Communications expands its consulting team**

Oliver Seifried new consultant at IRF Communications

Zurich, August 18, 2015. IRF Communications has hired Oliver Seifried as a new consultant. He joined the team as of the beginning of August. Oliver Seifried will support IRF Communications in the service areas of positioning corporations and individuals, media relations and social media. He has experience in the fields of strategic communications, media relations, journalism and social media.

During the previous six years, Oliver Seifried worked for leading communications agencies in Germany, most recently with achtung! in Hamburg, the German pr agency of the year 2014. There, he supported global players from the financial, consulting and gambling sectors in strategic positioning. From 2007 to 2009 he wrote for "Die Südostschweiz" as an editor. Oliver Seifried studied communication science, journalism and modern history at the University of Fribourg.

**IRF Communications**

IRF Communications is a leading corporate communications service provider with a strong international network. Its main areas of expertise are positioning corporations, organisations and individuals, conducting media relations, and supporting companies in financial reporting, crisis communications and public affairs. Services range from strategic consulting to the implementation of action plans.

**Contact**

Michael Düringer, IRF Communications AG, phone +41 (0)43 244 81 42, [www.irfcom.ch](http://www.irfcom.ch)