

Media release

Zurich, 1 March 2019

## **IRF expands existing Investor Relations offering with new Senior Advisor**

IRF Reputation AG  
Raemistrasse 4  
P.O. Box  
CH-8024 Zurich

+41 43 244 81 44  
info@irf-reputation.ch  
www.irf-reputation.ch

Michael Düringer  
Stefan Mathys  
Martin Meier-Pfister  
Jürg Stähelin

GOLD AFFILIATE  
FTI Consulting

IRF – a leading consultancy firm for strategic communications – continues to expand its Investor Relations offering. On March 1, 2019, **Peter Kirkow** will join the team as counsel/senior advisor. With the engagement of Peter, IRF will increase its existing expertise in the specialist areas of day-to-day investor relations business, maintaining and expanding of relations with investors, international capital markets, strategic positioning and profiling of executives, corporate governance as well as financial and economic analysis.

Peter Kirkow holds an MSocSci and PhD in Russian and Eastern European Studies from the University of Birmingham (UK). He started first with an academic career, with a special focus on regional economic reforms in Russia and Eastern Europe. In 1998, he moved to the City of London as a sell-side analyst for technology companies. In 2001, he joined Makinson Cowell in London, where he was appointed Partner in 2008. Makinson Cowell was acquired by KPMG UK in 2013, whereupon Peter Kirkow worked out of Vienna for the entire German-speaking region, including Switzerland. In March 2017, he founded Kirkow Consulting GmbH & Co KG based in Vienna and operates as an independent management consultant throughout Europe.

In recent years, IRF has established itself as one of the leading Swiss consulting firms for business topics. IRF's established customer base includes about 30 Swiss and international companies. IRF has also made a name for itself in crisis communications and monitoring capital market transactions.

### **Contact:**

Martin Meier-Pfister  
+41 43 244 81 40  
meier-pfister@irf-reputation.ch  
www.irf-reputation.ch